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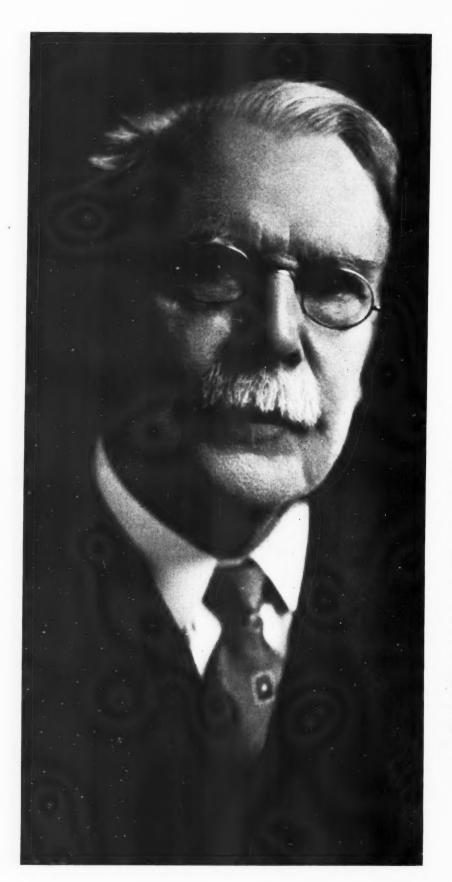
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LINN BOYD BENTON

1844-1932

In recognition of the benefits showered upon the industry through the genius of this great and now departed figure, inventor, among other things, of the punch-cutting machine which revolutionized typefounding, this position of eminence is given the last portrait for which he sat. Look upon the kindly, intelligent, understanding features; read the story of his interesting career, which begins on page 53. Remember him along with Hoe, Mergenthaler, and Lanston as one of the truly great characters in the industry's march of progress

INLAND PRINTER

The Leading Business and Technical Journal of the World in the Printing and Allied Industries

Vol. 89 - August, 1932 - No. 5

How Can We Get Profit Margins With Printing Prices Down?

By EDWARD THOMSON MILLER

Last month I discussed various reasons why it is that printing prices have gone down to the present low level. Those reasons, and their very natural result, are closely tied up with the interests of your plant. The situation must be studied; and the most vital question which confronts us in that connection is, "What about profits?" Profits can even yet be earned—pro-

vided plant expenditures are so cut that orders taken at prevalent price levels will yield a profit margin over total cost.

But the reduction of expenses is no small job. It means some drastic measures, certain smashed ideals, personal sacrifices, perhaps thwarted ambitions, and the exercise of considerable judgment and common sense. Furthermore a host of persons will have to be sold on the plan. As that is apt to affect their pocketbook, there will be considerable strong "sales resistance" to overcome. As Grover Cleveland once said, "It is a condition and not a theory that confronts us." If printers expect to remain in business, the losses which have been so widespread must be stopped; you must "play even" at least until such time as profits are once more possible.

Go out after all the facts about your business, and base your action on them.

When printing prices drop must profits vanish? Not if you are prepared to use drastic measures to cure serious ills! The writer's suggestions are practical, well reasoned, authoritative. You will do well to fit them to your own problem

Don't just *think* that things are so, or let someone *tell* you; make it your own business to *know* the facts—all of them. There is no better place to begin than on the volume of your monthly sales. If this volume has been fluctuating month by month, strike an average that will represent as nearly as possible the reasonable monthly expectancy on which you may depend with some assurance.

For instance, is your monthly average for the first six months of 1932 lower than the average for the twelve months of 1931? About how many months into 1931 do the monthly sales approximate the 1932 average? "Cut and try" until you can feel satisfied as to what average monthly volume you can reasonably depend upon *now*. And, as sales volume is really the base on which you must eventually build your expenditure structure, let that be your base of operations.

Next determine for the same period the average monthly expenditures, being quite sure to include all operating expenditures. Suppose you learn that you have an average monthly expenditure of \$13,949 and average sales of around \$12,000. Here is a loss each month of \$1,949—entirely too large for a business of this size. Compare these averages with the

figures for the current month. If the latter run close to the averages, you may know that the trouble still exists and that the time to act is here.

"Well, where shall we begin to cut?" you ask with excellent propriety. Just looking at figures may or may not answer your question, for expenditures are matters more of proportion than of size. The separate items maintain values relative to each other and to a common base. For instance, everyone knows that no printing business could live if it paid as much for rent of floor space as it paid for wages, but that the rent bears one proportion to some common base, the wages another, and so on with each separate item of expense. This fact is so obvious and so universally recognized it need not be dwelled upon.

In building or revamping an expenditure (budget), I much prefer to use the "total operating expenses, exclusive of materials" as a base on which to calculate the proportion (percentage or ratio, if you prefer) that each item of operating expense bears to that base. In the present instance, therefore, the expense for the material and outside purchases, amounting to \$500, must be deducted from the total expenditures of \$13,949, leaving the cost, exclusive of the cost of the materials, \$13,449.

To find what percentage or ratio each item of expenditure bears to the common base of \$13,449 (total expenditures, exclusive of materials), simply divide each item of expense by the base. For instance, the rent item of \$400, divided by \$13,449, gives us a percentage of 2.96, or the ratio the item of rent bears to the total expenditures.

"But who is to tell us whether that ratio of rent, for instance, is too high or too low?" you ask. Fortunately for the printing industry, the printers' organizations all over the country are now collecting and compiling ratios which are regarded as typical of the industry in their respective locations and classes of business. These are taken as standards for comparison, and we may use them, with a certain amount of reservation, for comparing our own plant ratios.

In the accompanying table we have set down one month's items of expenditures of a plant which has been losing money for a number of months, and after the amount of each item we have placed its own ratio to the total of \$13,449 and the ratio which is typical of the industry as a whole.*

In glancing down the column "Plant Ratios" in the table, you will find an x after several ratio figures. Each x indicates that that ratio is higher than the industry's typical ratio for that item, and that here is an item of expenditure which needs to be investigated with a view to reducing it. For instance, stockstorage and -handling expense with a ratio of .74 as against .70 may be found to be higher because of some small item or two which may be eliminated without affecting the efficiency of the service or department. By cutting out unnecessary expenses thus indicated the ratio might be brought even below the typical ratio of .70. The insurance item is also away out of line. In this instance it is because the company is carrying some cial reason, and therefore that item cannot be very materially reduced, if at all.

In these days of low volume which

In these days of low volume which leaves a portion of the plant idle, the depreciation ratio must be kept down to the typical ratio. I say *must* because the Government is not prone to allow any "charge-off" for depreciation at rates in excess of those approximating the typical rates. In this instance bringing the depreciation down to the typical ratio of 5.64 would trim from the expenditure budget nearly \$450 a month!

short-time special insurance for a spe-

The following item, the shop payroll, involves so large a proportion of each month's expenditures and has a ratio so much larger than the typical ratio that it should be attacked with determination to bring it into line. There may be a dozen or more reasons why you may not want to cut the hour-wage rate, but there is one good reason for doing it—

the "budget must be balanced" if the business and therefore the men's jobs are to be saved for the maintenance of the firm and its employes.

In the cases of office expense and general and traveling expenditures, which here appear to be out of line, the same remedy must be found as in the case of stock storage. Some of the expenses of this item *must* be cut out in order to bring down the ratio to the whole.

The item of executive salaries in the present example shows a ratio of 11.33 as against 9.15. Here it is a plain case of cutting the bosses' salaries. They simply must "take it on the chin." Bringing the executive salaries down to the typical ratio in this plant means the saving of \$300 a month. In addition to scaling down the items with high ratios, management should also scrutinize the low-ratio items with a view to reducing them still more to help overcome the effect of

Comparison of Operating Costs of a Printing Business With Typical Operating Costs in That Industry

(Based on total cost, exclusive of materials)

EXPENSE ITEMS	AMOUNT	PLANT RATIOS	TYPICAI RATIOS
Average monthly operating costs, ten months (ex-	_		
clusive of materials)	\$13,449	100.00	100.00
Stock-storage and -handling expense	\$ 100	.74x	.70
Rent	400	2.96	4.26
Insurance	150	1.11x	.75
Taxes	20	.15	.75
Depreciation on equipment	1,200	8.92x	5.64
Wages, factory	7,000	52.04x	47.51
General factory expense		1.04	1.98
Departments' direct expenses	175	1.30	2.69
Light		.30	.39
Power		.72	.93
Spoilage	25	18	44
TOTAL CURRENT AND FIXED EXPENSE	S.\$ 9,348	69.46x	66.04
Work in process (increase-decrease)	132	.98	.13
TOTAL FACTORY COST, EXCLUSIVE OF MATERIALS		68.48x	65.91
General administrative expenses		2.23	2.52
Office expenses	230	1.71x	1.49
Packing, shipping, deliveries	88	.65	1.57
Salaries (executive)		11.33	9.15
alaries (clerical)		4.61	5.59
Allowance for bad accounts		.63	.95
fixed expenses (rent, insurance, taxes, depreciation			.62
alesmen's salaries and commissions		7.50	8.34
General and traveling expenses		2.23	2.16
Advertising		.55	1.54
Fixed expenses, sales office*			16
TOTAL ADMINISTRATIVE AND SELLING			
COST	, .	31.44	34.09
OTAL EXPENDITURES	\$13 440	100.00	100.00

^{*}The typical ratios, as used on page 38 of The Inland Printer for October, 1931, first appeared in the U. T. A. book "Ratios for Printing Management, 1930." In some plants, particularly the smaller ones, the fixed expenses for the administrative and sales offices are not kept separately but are included in the general rent item appearing in the group of factory expenses. Under such circumstances, allowances must be made in the comparison of ratios.

^{*}See THE INLAND PRINTER, October, 1931, page 38.

the high ratios which may be reduced, such, for instance, as the insurance item we have referred to above.

If the printer is able to bring down his monthly expenditures to the typical ratios, he will be able to play even, if indeed he does not make a small profit. In these days of low levels, profit depends upon getting a price for the product which will more than cover the cost for manufacturing, administration, and selling, or of keeping the cost of these below the prices obtained for the work.

As an additional test of whether your expenditures are in line or not, a similar operating statement based on net sales should be taken off. (See The Inland Printer for October, 1931, page 36, for typical ratios.)

Adjustment to the lower levels is a matter for management's attention. The suggestions given above will be found useful for doing it intelligently. Management's own common sense and judgment will find the way.

First Books Competed With Genuine Works of Art

It was absolutely necessary that the first printed books should be works of unusual merit if printing were to live. Most books then in existence represented the work of scribes, who, having as their patrons kings and princes willing to pay fabulous sums for hand-lettered volumes, were producing works of rare beauty.

"To the ancients," it is said, "the book was the tangible and visible expression of man's intellect worthy of the noblest presentation." Scribes were employed to write the text, sometimes in ink of pure oriental gold, upon the finest parchment; the greatest artists of the age drew decorations, or painted miniatures, upon the pages; the covers, inlaid with precious jewels, were of ivory, vellum, or leather richly gilded.

Entering into competition with such works of art, the printed book had to be a thing of beauty. And such it was made. The scribes and their patrons did not give way to the printers without a struggle. For some years scribes produced more beautiful books than ever before, but the cheapness and rapidity of production of the printed book won the contest. Printing made rapid strides, and the scribes disappeared.—Wilbur Fisk Cleaver in "Five Centuries of Printing."

Physical, Microscopical, and Chemical Tests for Paper

By ROBERT ALTON

THERE are three methods for testing paper: physical, chemical, and microscopical. In the majority of instances the physical test is sufficient for the purposes of the printer, though not always. Chemical tests are sometimes necessary, and occasionally the microscope has to be used. It is well that the responsible person in an up-to-date printing plant should be acquainted with these three methods of paper examination.

The physical tests for paper are the ones most generally used in a printing plant. These are: testing with the aid of a paper-testing machine for strength; rubbing paper between thumb and finger for the purpose of discovering amount of loading, or the resistant power of the fiber itself; and examination of the paper by means of a "look-through," texture, or color. These methods are being adopted by buyers of paper everywhere throughout the world.

The strength of a paper sample may, as a general rule, be considered a fair criterion of its value in the majority of instances, unless the paper is required for a special purpose. If two pieces of paper of the same class are examined,

A COPY SUGGESTION

Come Over to Our Greener Pastures

S OMETIMES the grass is greener in the other pasture. Perhaps the dissatisfaction often aroused in you when you compare your advertising-printing with others' has a sound basis. Perhaps it is not always that the grass just seems greener in distant pastures; perhaps it is. Perhaps you have been crippling your chances with inferior printing.

Step over into our "green pasture" of effective printing. You need that extra measure of attention value, of interest urge, and inspiration of belief that our kind of copy, typography, and press reproduction gives. Now, more than ever, you need your money's worth.

There's a fruitful thought in this cover-page ad copy used in *The Imp*, the house publication of the Botz Printing Company, Jefferson City, Missouri the stronger paper is the better. But there may be other differences. The texture of paper varies, and one sample may show a better texture than the other. One may be of a better color than the other—this point being important in the case of writing papers.

The sizing of paper is a vital matter. In writing stock and white printing paper poor sizing is ruinous. No paper designed for writing is of any use if the sizing be poor; and a printing paper which is badly sized is anathema to the printer, for it drinks ink in an alarming fashion, to say nothing of the pressman's additional difficulty in handling it on the press. There are several different methods of sizing with which the buyer of paper should be acquainted.

The chemical tests are also of importance in certain cases, and the procedure in these tests should be known. Chemical tests are frequently used in conjunction with the microscopical tests, and at times the composition of a paper and its suitability for certain classes of work cannot be satisfactorily ascertained except by employment of both chemical and microscopical aids.

White paper stock (not including art and coated paper) requires the tests for color, loading, strength, and sizing. The color is easily tested; comparison is all that is required. Loading is deleterious in all cases, and a paper which is heavily loaded with clay of any description will never make a satisfactory printing paper—especially not for bookwork. Writing papers are sized by means of the tub, or by the engine; hence the terms "tub-sized" and "engine-sized."

The engine sizing is carried out in the papermaking machine, and is used in the cheaper classes of paper. The sizing in this case is cheap, and is often done with the aid of rosin. Tub-sized papers are sized by the aid of animal matter—gelatin, or a preparation of glue—and the paper may be known by its superior rattle, which is more metallic and sharper in character than in the case of the engine-sized variety. In testing for rosin

a drop of ether is allowed to fall upon the sheet, when a ring of rosin, dissolved by the ether, will at once form around the edge of the drop.

The cheaper classes of paper are seldom satisfactorily sized, and the buyer can always test them by the time-honored method of moistening the sample with the tongue. The degree of rapidity with which the paper sucks up the moisture is the standard by which the buyer can gage the quality. In printing papers there is a greater latitude allowed, as printers' ink is of a far greater viscosity than water, and the sizing does not need to be of the same standard. Blotting paper, for instance, is often printed, but it would be quite impossible to use as a writing paper, because of the amount of water contained in the ink.

Color may be obtained at the expense of strength. Loading a paper with barium sulphate or China clay may give the sheet a whiteness which is fictitious -which may not stand against the action of white light. For poster papers, or for good bookwork, this loading is deleterious, and the rubbing test should be applied. For fine tricolor work or halftone printing the loading is necessary, on account of the smooth surface which is required. In writing papers the fibers themselves should be properly bleached, and there ought to be little loading. It must be borne in mind that the greater is the loading the weaker is the paper. Tinted writings are subject to the same tests, the matter of color being the only difference in these papers.

Strength is tested by means of tearing the sheet, or with a paper-testing machine. The machine gives the bursting strain of any sample of paper, and by taking several strips from the different sheets and submitting them to the strain of the machine a fair criterion of the strength of the paper may be obtained. There are also machines for testing the weight of a ream of any paper from the weight of a single sheet, which may be weighed by itself. This is useful where there is a doubt as to whether the consignment is of the weight represented.

Chemical tests are chiefly used for the detection of wood pulp. Paper which is made from this material is never of very much value, and it deteriorates rapidly under the influence of white light. The fibers also are short and brittle, and the paper will not stand handling. Poster

A COPY SUGGESTION

Candidates

They are placed in nomination with forceful phrases whose punch will win applause. Their virtues are extolled. Their qualifications are acclaimed. Their accomplishments are glorified.

Use similar vigor and enthusiasm in pushing your own products. There is nothing so eloquent as elegant printing.

"Leave It to Lund"

Timely cover-page copy from Topics in 10 Point, house magazine of The Lund Press, Minneapolis

paper is occasionally made of this material, and in this case the poster, no matter how carefully it has been printed, will not stand the action of the elements, and rapidly deteriorates. It is necessary that poster paper especially should be tested for the presence of wood pulp.

The test generally applied is the phloroglucin test. This is made up as follows: phloroglucin, 3 grams; absolute alcohol, 25 cubic centimeters; pure hydrochloric acid, 5 cubic centimeters. This solution will turn any sample of paper to which it is applied a deep brown in color, the depth of the color being decided by the amount of wood present in the paper. Starch, an undesirable constituent of all paper, may be detected by the application of a solution of iodin, which will cause the paper to turn blue. The solution is made up of a mixture of iodin and potassium iodid.

The microscopical testing of paper is not often carried out in printing offices, being more suitable to the paper mill. The first process is to reduce the paper to pulp, and remove all sizing by means of a 1 per cent solution of caustic soda. The pulp is next washed, which removes the soda, and the fibers are ready for examination under the microscope.

All paper fibers appear colorless and transparent. The various fibers of which paper is constituted will take stains in different ways. For this reason a selective stain is employed by the paper-mill chemist, as it stains different fibers in a different manner. One of the stains most generally employed is called the Herzburg stain, which is made up as follows: A solution: chlorid of zinc, 20 grams; distilled water, 10 cubic centimeters. B solution: iodid of potassium, 2.1 grams; iodin (crystal form), .1 gram; distilled water, 5 cubic centimeters.

The pulp, after being washed, is dried, and is then ready for the test. A minute portion of the pulp is placed on the microscopic slide and treated with a drop each of A and B solutions. The fibers are now separated by means of a needle, and are placed under the microscope. The fibers are examined under the lowest power sufficient to bring out the characteristic markings by which they may be identified. By these markings, and by the color they have been stained by the selective stain, a fair idea may be obtained of the amount and character of the materials in the particular stock.

The Herzburg stain may be modified according to the kind of fibers expected. For instance, a stain which will bring out the fibers of linen will fail to act at all on ground wood. Saturated or, rather, concentrated solution of A and B should be made up, and extra strength may be obtained by the addition of A or B to the pulp as required. In cotton or linen rags the solution modified as stated will stain wine red; in sulphite pulp, blue; in ground wood, yellow. By adding to the pulp an extra amount of A solution deep blue will be obtained from a chemical wood pulp, and addition of the B solution will give to rag fiber an additional tinge of red. By a manipulation of the stain the varying characteristics of the fibers themselves (which are all individual) should become known, and in this manner it is possible to form an accurate idea of the composition of the paper.

It must be stated, however, that the use of the microscope requires practice, and it is only by some experience that the operator is enabled to gage under the microscope with any degree of accuracy the varying forms of the fibers. The fiber of wood cellulose, for instance, is entirely different from that of esparto grass, and this botanical fact, together with the varying staining properties of the different fibers, is the real guide to the paper-mill chemist.

As early as the eleventh century A. D. the Chinese were using movable porcelain type (Pi-Sheng). In the Congressional Library at Washington there are movable copper characters used in Korea in 1403, and a Chinese work on agriculture, of 1313, shows an illustration of a compositor's table for setting movable types.—From "Five Centuries of Printing," by Wilbur Fisk Cleaver.

Lighting System Used in Nast Plant Closely Matches North Daylight

By W. S. HADAWAY

PRINTING at night has for long been the hobgoblin of the printing industry. Today large printing organizations go right ahead working at night just as they do during the day, but it is an accepted fact that printing quality is more difficult to maintain after sunset.

It is well known that pigments which match under sunlight may not do so under artificial light. This is due to the fact that each pigment has its own particular color because it will reflect certain light rays and absorb others. Since the light from incandescent lamps does not contain the same proportion of light rays of various wave lengths as does sunlight, two pigments which match under artificial light may not under sunlight.

North-sky light, admittedly the most constant natural light as far as color is concerned, is generally taken as a standard for color matching. North-sky light quality can closely be approximated artificially by incandescent lamps covered with blue-colored glass screens which filter out some of the red and yellow rays. However, this filtering-out process reduces the overall efficiency of the lighting unit. If north-sky light quality is desired, about 80 to 85 per cent of the light from the lamp must be filtered out. In producing light of the noon-sunlight



First sheets of colorwork are inspected at the critic's table for final okay. Two high-bay mounting units, each with a 300-watt lamp, are used, mounted 3 feet apart and 21 inches above table. Light approaching natural daylight is produced with daylight-blue lenses in each to insure the exact matching of colors

quality, the efficiency is cut down by about 50 per cent. In obtaining an approximation of average daylight such as that produced by the daylight-blue-bulb lamps, the loss in efficiency is estimated as about 35 per cent.

In the printing industry it is usually sufficient to obtain an approximation of daylight for all operations except upon the critic's table, where north-sky light quality is more essential. In order that the quality of night-time work might be maintained at proper standards, the printing industry at one time was confronted with the problem of using an artificial illumination which approached daylight in color, particularly in those plants where colorwork is done.

The Condé Nast Press, of Greenwich, Connecticut, has solved this problem with a very modern lighting system in which Glassteel diffusers with daylightblue enclosing globes predominate. For lighting the critic's table, however, special color-matching units are used.

Good illumination is of course necessary in such printing routine as proof-reading, typesetting, and the operation of presses, but it is much more important to the correct matching of colors in two- and four-color printing. Thus artificial light of daylight quality enables the more nearly perfect matching of colors under true conditions.

At the delivery end of the large twocolor, sheet-fed rotary presses in the Condé Nast plant are diffusers that have



Diffusers equipped with daylight-blue enclosing globes and 150-watt lamps provide over the two-color rotary presses an illumination approaching natural light in its color. At the delivery end the lighting unit is only 30 inches above the work being run, and this unit provides 20 foot-candles. One symmetrical-angle reflector equipped with a 100-watt lamp is suspended over each individual rotary plate cylinder



The composing room's hand-setting section is lighted with diffusers each having a 150-watt lamp. Every composing desk is equipped with an individual reflector containing a 50-watt inside-frosted lamp

daylight-blue enclosing globes and 150-watt clear-bulb lamps, each suspended 30 inches above the work. As the press operator stands at this point to inspect sheets at the delivery, he is afforded an illumination restful to his eyes and of a color to assure him reasonable safety in maintaining printed colors of even quality and perfect match. Intensity is also usually considered quite important, but in this plant it is regarded as being secondary to the color quality of the lighting. At this point, however, each one of these units produces 20 foot-candles on the working plane.

Over each of the two-color presses is a pair of symmetrical-angle reflectors with 100-watt inside-frosted lamps, suspended so as to illuminate the rotary plate cylinders. Each unit is suspended about 3 feet above the roll and 3 feet away in such a location that its light is directed onto the roll, where the operator needs good light in order to observe the condition of the plates.

Over the feeding end of each press two dome reflectors are suspended at a height of five feet above the working plane, which in this case is the feed tape for the blank sheets. A 100-watt inside-frosted lamp is used in each unit, producing an illumination of 10 foot-candles.

An inspection table next to the delivery end of each press is illuminated with an 18-inch diffuser equipped with a 10-inch blue enclosing globe and a 150-watt lamp. Every so often sheets are brought here from the delivery end and are compared closely with an approved sheet of the form being printed to insure that the colors are being maintained true.

Before each piece of work is run on the two-color rotaries the operator takes his first sheets to the critic's table, where they are given final okay on color matching. Several times each night the sheets brought here are examined for quality by the critic on color.

For this table, more than anywhere else in the entire plant, the finest light obtainable is necessary. Therefore two chromium-plated reflectors, using 300watt lamps and equipped with daylightblue lenses, were suspended 36 inches apart and about 21 inches above the table. They are known as color-matching units, and from the standpoint of color they produce the best known substitute for daylight. The actual color-matching inspection of sheets is done almost directly under the units, each sheet being drawn slowly over the table. Once the press sheets have passed this inspection they are ready for printing.

The composing room, one portion of which is taken up by typecasting machines and the other by hand-setting frames, is lighted with diffusers equipped with 150-watt clear lamps. The units are suspended 9 feet above the floor and are mounted on 10-foot spacings each way, four to a bay. The aisle running alongside both these departments is lighted with the same type of units, but spaced on 20-foot centers. Over the keyboard of each machine is a local lighting unit with a 50-watt daylight-blue lamp.

The general illumination in the two rooms reaches 9 foot-candles in intensity. Local lighting on the hand-setting frames is 25 foot-candles, and for type-casting machines the amount of light furnished is 7 foot-candles.

The proofroom has diffusers mounted 9 feet above the floor on 12-foot centers, but the general lighting is seldom used for actual proofreading. Instead a special daylight unit on each desk is employed, the overhead lighting not being used under ordinary conditions.

Each light unit is adjustable and is equipped with a 75-watt clear-bulb lamp and daylight-blue lens. At night the intensity on each desk averages 20 footcandles. During the day it reaches 70 foot-candles on a desk near the window and from 12 to 30 foot-candles on desks in a row running parallel to and about 10 feet from the windows. Proofreaders never use the overhead lighting except in one instance, where the desk is located near a file cabinet for which overhead lighting is necessary.

In the commercial-printing department at the Condé Nast Press two 18-inch diffusers illuminate each machine.



The proofroom has diffusers for general lighting, with adjustable individual units giving light approximating daylight in color. Each unit has a 75-watt clear-bulb lamp and is equipped with daylight-blue lens

Each unit burns a 150-watt clear-bulb lamp in a daylight-blue enclosing globe. One is suspended 2 feet over the delivery board and the other is 3 feet above the feedboard. An intensity of 20 footcandles is produced upon the working plane at night, while the daylight-blue illumination serves to insure accuracy in the matching of colors and thus protect the quality of the work.

Although the purely mechanical procedures in the Condé Nast plant are well lighted on a basis of foot-candle inten-

You'd Be a Creative Printer? Read These Conclusions!

By A. S. HANSON

Progressive printers readily respond to the suggestion that creative printing will lead them out of the wilderness of price competition into green pastures, where the price bugaboo entereth not.

Sincerity! Of all requisites to success in the creative-printing field, sincerity is the most essential quality. Without sincerity and honesty of purpose the creative printer falls automatically into the "one-time" class. He makes the rounds, picking off an order here and there on the strength of false enthusiasms born of some pet idea or stunt creation-but in the end he is through. The creative printer who stays on the job year after year is the fellow who takes his work seriously. The confidence of his client is his greatest asset, and to gain and maintain that confidence he must have something of much greater value to offer than merely a trick fold, a die cut, or a cleverly arranged headline or two.

The surest and quickest way to learn to appreciate the necessity for careful study and analysis of the *purpose* of every piece is to collect the created literature of all those advertisers who are known to have been successful in business. One quickly discovers that an important attribute to success in creative printing is the ability to recognize the good copy and the attractive, impressive layouts of others.

The equipment of the creative printer (meaning something more than a good printing salesman) should be much the same as that of an advertising agency that specializes in direct mail. Assuming that the prospective creative printer has a good knowledge of the fundamentals of selling by the printed word and picture, his first step would naturally be the installation of a filing system. These files will gradually accumulate and include every conceivable kind of printed matter coming under the classification of printed salesmanship: examples of copy, layout, illustration, stock, plates, colors, methods of duplication, series, campaigns, typography, and so on; all indexed and cross-indexed. Ways and means to secure samples from successful users of direct mail should occur to anyone really wanting them. The samples should be both local and national. Careful study of these pieces is a big help in



Each press in the commercial-printing department is illuminated with two diffusers, one 2 feet above the delivery board, the other 3 feet above the feedboard. Each unit is equipped with a 150-watt clear-bulb lamp and a daylight-blue enclosing globe, and an intensity of 20 foot-candles is provided for good illumination

sity, the most important work—namely, the proofreading, color matching, and typesetting—is lighted primarily with a view to color matching.

EDITOR'S NOTE.—Elsewhere in this issue appears an article on lighting by W. N. P. Reed, whose address on the subject before the A. S. M. E. meeting was received with applause.

Poor Printing Helps No One —Printer or Customer

Poor printing benefits nobody to any appreciable extent. For the producer it shows only a narrow margin of profit, and the purchaser or user of the printing is likewise illy rewarded.

All this is elementary, but it is nevertheless too often overlooked. A little persistent effort to raise the quality of printing might achieve much; but a big effort, properly planned and thoroughly organized, would undoubtedly prove to be beneficial. Meanwhile any printer can do much to help himself. In doing so he need not lose sight of the fact that he is also helping the buyers of printing—for only good printing pays in the long run.
—"L. & M. News."

Yea, verily—the *idea's* the thing! Gird thyself, therefore, with a clever idea, an *original* one. Go forth with assurance; push thou past the outer guard. Enter boldly the inner chamber, secure in the knowledge that, once thou hast the attention of thy former master (the cruel and heartless buyer of yesterday) he will straightway fall upon thy neck, saying, "Brother, thou art assuredly my friend!" And the brilliancy of the idea shall blind those cold and calculating eyes to that false god—price.

But something more than superficial cleverness, or imaginative talent for creating the unusual, is needed if creative printing is to stand the gaff, deliver the goods. The hectic period of bizarre design and creations based almost entirely upon attention value has about run its course. Copy, layout, and typography are swinging back to sane, normal interpretations, with sincerity as the guiding motive. The word favorable is again preceding the word attention, and again the purpose of the piece or campaign has first place in the consideration of selling by printed word and picture.

developing the ability to recognize and appreciate good copy and layout—and, of course, the opposite kind.

One of the effort-wasting tendencies of the new-born creative printer is to go at his work blindly. Something definite to shoot at is the first essential in the development of purposeful printing. It has been said that 90 per cent of the failures to sell a worthy product are due to improper presentation. In creative printing, it might be said that 90 per cent of the failures to hit the bull's-eye are due to "going off half-cocked"-guessing at the needs of a client. It requires a little tact and some perseverance to contact the client first, but it is certainly better salesmanship than to waste a prospect's valuable time showing him something which he cannot possibly use.

The creative printer must sooner or later enter the same field as the advertising agency—or confine his efforts to those of any real printing salesman, the proper servicing of his clients, with an occasional idea or suggestion thrown in for good measure. Before the creative printer enters this field he should honestly weigh his qualifications. He should also seriously consider whether or not it would be better to work through and with established advertising agencies in his territory, if such exist. He can of course compromise by concentrating on accounts not contacted by agencies.

Then there is the question of pricing—for, statements of promoters of creative printing services to the contrary, price *does* enter into the matter. It is well to consider the natural attitude of the majority of clients; and herein lies the necessity for absolute honesty and sincerity. Surely the creative printer will expect something more than a decent profit on production as a reward for his ability and extra, time-consuming efforts. Shall he make a separate charge for copy, layout, etc., or shall he make a "lump" price to cover all?

Whatever course is pursued—stick to it! At best you will have "check-ups" by your clients, with the kindly assistance of your competitors. The invisible finger of suspicion is ever pointed at the creative printer. Nothing but the most scrupulous honesty and sincerity of purpose can dissolve the suspicion (which even the fairest-minded customer may have) that the creative printer is more concerned about the sum of the sale than

about the profit-producing results of his creations as affecting the client.

Sincerity, demonstrated first by careful consideration of the client's needs, establishing clearly the *purpose* of the piece or campaign; then the plan; then (last) the production—all with the client's interests uppermost. These comprise the only route to lasting success in the creative-printing field.

All creative printing, more than any other field of selling within the industry, is dependent upon the confidence of the buyer. There is nothing but absolute honesty and the utmost sincerity on the part of the creative-printing salesman which can build confidence and hold it year after year against all criticism.

This Clipping Service Helps Advertise Printing Firm

By LUCIUS S. FLINT

An unusual clipping service, used as an advertising medium by the A. B. Hirschfeld Press, of Denver, has proved one of the most effective ever employed by this progressive firm.

A. B. Hirschfeld clips from fifteen of the leading business magazines of the country all news items concerning Denver people or firms, and forwards them to the companies they concern. The clippings are pasted on Hirschfeld stationery and are personally signed by Mr. Hirschfeld. Every item is labeled "A Clipping of Interest to You From Blank Magazine, Issue of So-and-So." Four or five such items are clipped each week.

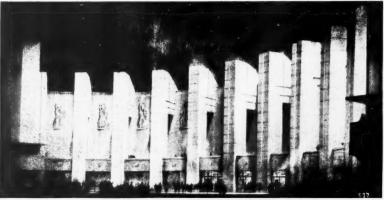
"A scheme of this kind shows the user of printing that the printer is keeping up with the times, and thereby makes a lasting impression," says Mr. Hirsch-

feld. "Every business man, no matter what his line, is a user of printing of one kind or another, and consequently there is no wasted effort. It has been our experience that every such clipping directly or indirectly brings results."

Mr. Hirschfeld makes further profitable use of trade magazines by obtaining from them news of developments in this territory for use in a "news digest" house-organ, Action. "The success of a house-organ, as of any other magazine, can be reckoned only in reader interest," says Mr. Hirschfeld. "In our eight-page booklet we carry items reflecting progress in this territory—items about the recent activities of our readers. It has been our experience that the requirement of the house-organ reader is not entertainment but facts."

The Hirschfeld company keeps a permanent file of all magazines received, for reference purposes. Included in the subscription list are all of the national printing magazines, several advertising publications, and a number of general business publications.

"It is possible by regular reading of trade literature to determine trendspresent, past, and future," Mr. Hirschfeld declares. "This information, nowhere else available in such complete and understandable form, enables the printer more easily to fathom public demand and consequently to make greater profits. Magazines from our files of several months or several years ago point to trends which are now again being noted. With a thorough understanding of successful methods used in meeting similar conditions at previous times, we are able to make more nearly the 'right move' in the right direction now."



North facade of the nearly completed Hall of Science, of Chicago's 1933 Century of Progress Exposition.

The General Exhibits Group, which includes graphic-arts industries, is at present under construction

The N. E. A. Holds Own, Works On Despite Handicap of Trying Year

By PROF. JOHN H. CASEY

Sessions of the forty-seventh annual convention of the National Editorial Association got under way Monday afternoon, July 18, on the top floor of the Whitcomb hotel in San Francisco. Following an invocation, Neil R. Murray, president of the California Newspaper Publishers Association and also publisher of the prizewinning El Monte (Calif.) Herald, delivered the welcoming address. Clayton Rand, of the Gulfport (Miss.) Guide, made the response for the national organization.

In the president's annual report, Lea M. Nichols, editor and publisher of the Bristow (Okla.) *Record*, referred to the N. E. A. as a good ship, though an old one, sound as a dollar and requiring only the man power of the newspaper makers of America "to sail on and on." He pointed out that the association has carried on aggressively during the last year, with a balanced budget.

He advised the junking of obsolete printing equipment and the finding of a more effective and perhaps less expensive method of selling the country press as an advertising medium to national advertisers. He further advised members against exploiting radio in their individual papers to the end that it might become a major competitor of newspaper advertising. He objected to the use of news pages to create radio prestige.

He recommended that members oppose the tendency of states to prohibit utility organizations from dealing in appliances on the grounds that such legislation is a genuine threat to a quantity of present newspaper advertising and it leaves many small communities without adequate appliance service.

He urged that the association go on with its fight against Federal Government competition with the printing industry in printing of return addresses on stamped envelopes.

He suggested that the N. E. A. sponsor standardization of advertising ser-



Past Presidents of the N. E. A. Photographed During the San Francisco Sessions

Front row, left to right: L. M. Nichols, Bristow (Okla.) Record; Albert Tozier, Portland, Oregon; H. C.

Hotaling, St. Paul, Minnesota; Lemuel C. Hall, Wareham (Mass.) Courier. Back row, left to right:

Herman Roe, Northfield (Minn.) News; J. C. Brimblecom, Newton (Mass.) Graphic; Charles M. Meredith,

Quakertown (Penn.) Free Press; George B. Dolliver, Battle Creek (Mich.) Moon-Journal; Erwin Funk,

Rogers, Arkansas; and Justus Craemer, Orange (Calif.) Daily News, elected at Los Angeles

vices requested of publishers by advertising agencies, a standard that would be by an agreement satisfactory to both agency and publisher. He added as another useful objective the development of a standard contract between publishers and their special representatives in the national advertising field.

He recommended that the N. E. A. and its board of directors underwrite the financial aid necessary to the completion of the association's history, the writing of which was undertaken three years ago and which is now reported to be well under way.

He urged consideration of a more effective affiliation between state and national associations.

Executive-Secretary H. C. Hotaling, of St. Paul, in his annual report emphasized the sound condition and the virility of the association in comparison with other national trade organizations. He quoted membership figures and a finan-

cial report to show that the N. E. A. has held its own admirably during the last year when the organizations representing other lines of business were suffering an average loss of 8 to 11 per cent in both membership and finance.

On the subject of advertising rates, he asserted that statistics would prove that the rates charged by the weekly press of the nation have never been advanced to a point where they would permit of any serious pruning.

He reviewed the results of the board of directors meeting of last September in Chicago at which time administrative salaries were readjusted downward to the extent of \$4,000. He decried Government competition in the printing industry on stamped envelopes.

He spoke with pride of the distribution to all members during the last year of a copy of the United States Constitution and the Declaration of Independence, the Monroe Doctrine, Jackson's Letter to Monroe, Benjamin Franklin's "Sayings of Poor Richard," Patrick Henry's "I Am Not a Virginian But an American," "Addresses on Americanism," by Woodrow Wilson, Franklin K. Lane and Theodore Roosevelt, Elbert Hubbard's "A Message to Garcia," Edward Everett Hale's "A Man Without a Country," and John Adams' "Inaugural Address," several of which were suitable for framing.

He called attention to the continued savings to publisher-members effected through the engraving bureau, to the assistance rendered many publishers by the officials in detection of and dealing with fraudulent advertising promoters, and to other important association services rendered members throughout the last year. He reported 287 new members obtained during the same period.

Treasurer W. W. Aikens of Franklin, Indiana, reported a cash balance in the association treasury of \$9,899.74. Sustaining memberships, the so-called "lifeblood of the N. E. A.," alone totaled \$5,129.10. They produced within \$1 the revenue reported from the same source a year ago. Thirty-two states and the District of Columbia netted sustaining memberships of \$25 each and upwards.

Herman Roe, the field director of the association, Northfield, Minnesota, reviewed his work in an equally effective manner, dwelling upon the production, under difficulties, of the "Third National Survey of the Weekly and Medium-size Daily Newspaper Publishing Business of the United States." This was accomplished through voluntary contributions amounting to \$312.50 and with the cooperation of W. Clement Moore of Philadelphia, a business analyst. Roe also touched upon the need of a closer cooperation of state and regional newspaper associations with the N. E. A. for a greater effectiveness.

He reported progress in the movement in many states towards auditing of the circulations of weekly and smallcity daily newspapers, adding that "the goal in every state should be to present as soon as possible a list of circulationaudited country newspapers embracing every county-seat and non-county-seat paper necessary in that state to furnish a coverage of the secondary markets."

He expressed it as his opinion that the introduction of accounting and cost systems is the most fertile field open to state and national associations for rendering a valuable service which would be of great benefit to members.

He recommended the sponsorship by the association of the publication of a Manual and Score Book for the Country Newspapers, in the interest of better newspapers throughout the land. He also gave some examples of the incentive to betterment and usefulness of newspaper contests in establishing higher standards in production, both editorially and mechanically. He reported that many schools of journalism are using N. E. A. prizewinning newspapers for class study and research.

At Tuesday's session Dr. John Henry Nash of San Francisco, a collector of rare books and a famous printer of fine books, delivered a most refreshing address on the great masters of the printing industry. He illustrated his address by exhibiting a number of rare and costly volumes by the masters, including expensive editions of books which had been printed in his own shop for some of his millionaire clientele.

The great Theodore De Vinne, it was shown, took a personal interest in Nash years ago, giving him his great inspiration for developing himself as a modern master of printing as an art. John Henry Nash today is outstanding in America



HERBERT C. HOTALING
His annual report as secretary disclosed that N.E. A.
membership as well as service has been maintained

both as a collector and as a master of printing. He proclaimed Theodore De Vinne, not Benjamin Franklin, to be America's greatest printer. He characterized Franklin, instead, as a great American and a wealthy printer.

Among his wealthy clients for whom Nash produces priceless artistic volumes are Edward Doheny and William Randolph Hearst. His museum and workshop are at 447 Sansom Street, at the corner of Clay, San Francisco.

Peter Michaelson, advertising manager of the Bank of America National Trust & Savings Association, San Francisco, told of the good results obtained through newspaper advertising by that powerful financial institution which has banks in a large number of California communities.

An address by Alfred P. Sloan, Junior, president of General Motors, New York City, was read by Walter Moreland, motor-car dealer of San Francisco.

A spirited debate from the floor of the convention ensued near the close of the Tuesday morning session when somebody tried to introduce a wet and dry poll of the membership along with a preference ballot on Hoover and Roosevelt for president. It having long been a tradition with the N. E. A. that the organization shall shun partisan politics and controversial subjects not directly involving the newspaper business, opposition was quick to develop. Some ballots were passed out and a few collected, but the leaders of the association saw to their destruction eventually and thus a move to put a label on the organization was definitely squelched.

C. D. Morris, of Western Railways Public Relations committee, Chicago, made an impassioned plea in the interest of the railroads Wednesday morning, which was followed by Gilbert P. Farrar, typographic counselor of the Intertype Corporation, Brooklyn, on "Typographic Problems." Mr. Farrar's talk was well received.

He predicted that American newspapers will in a few years eliminate column rules, and that reading columns four inches wide set in ten-point types are a probability. He reported that there is already a definite swing to seven-and-one-half and eight-point type faces that are gradually taking the place of the recently more popular six-and-one-half and seven-point faces.

He urged newspaper owners in communities where the street and newsstand sales are only a small factor not to ape typographically the sensational dailies which must scream their wares, remarking that the newspaper headline type should be more in keeping with the tone of the community for which it is published, not for some distant city.

The advertising committee's report was read by Prof. John H. Casey of Norman, Oklahoma, in the absence of H. Z. Mitchell, chairman, of Bemidji, Minnesota. On the subject of advertising rate agitation this report stated as follows: Magazines and the larger newspapers which have consistently maintained the upward trend during the past few years have, in several cases, properly made reductions, but in the case of our members, whose rates have in the great majority of cases never been high enough, any reductions at this time would not only be inadvisable but suicidal.

The report emphasized the great need of improved records. It made the claim that the circulations of rural newspapers are holding up better than those in metropolitan centers. The report further suggested a more general use of 50-50 advertising accounts, labeling them as a "valuable aid" to increased advertising.

As to free publicity, the report stated: When the material is not used it will cease coming. So long as it is given space in any number of papers, it will continue to be sent to all.

Failure of the United States Senate to join with the House in placing a ban on lotteries over the radio was strongly denounced by the legislative committee in its report by Lemuel C. Hall, of the Wareham (Mass.) *Courier*. The committee contended it was unfair and discriminatory to allow the broadcasting of lotteries over the radio.

Retaliatory tactics of Congress equivalent to censorship of the press were likewise scored by Chairman Hall. He informed the editors that the committee had found unmistakable evidence of discrimination against the newspapers largely because the press, in fulfilling its true function, had faithfully held up a revelation of Congressional affairs at Washington to the people. The animosity of powerful groups of national legislators towards the press, Hall said, has taken definite form in repressive measures which must be overcome.

PRESIDENT



JUSTUS F. CRAEMER

Co-publisher of the Orange (Cal.) News, chosen to succeed L. M. Nichols of Bristow (Okla.) Record as chief executive of the National Editorial Association at the final session of the California convention

Emphasis was placed on the tendency of the legislators and political parties to pledge themselves to principles removing unfair government competition with private industry and then sidestepping opportunities to translate these principles into definite Government policies.

Reference was made to the continuance of the direct competition of the post office department with the private printers in printing of return addresses on stamped envelopes.

Convention sessions were resumed in Los Angeles Saturday morning, July 23.

Crombie Allen, of Ontario, California, who visited Russia in 1929 and again in 1931, declared that he is not a "red" nor even a "pink" as a result of his experiences. "They don't believe in advertising in Russia," he said, "because they don't care to stimulate new desires or demands among the people." He told of two great newspapers in Russia, both national in character, and each with a circulation of more than one million copies daily, which send full-page mats into a dozen cities of European Russia now for immediate use in producing the papers in that many different sections throughout the country.

Of Russia and its present experiment, the California editor-traveler declared: "Russia is today the most interesting country in the world." He claimed that the so-called five-year plan would fail in the sense that it will only be partially successful. It will require, he said, to be followed by other five-year plans for a period of perhaps fifty years. He remarked that he found Russia to be terribly short of the three human essentials —food, clothing, and shelter.

"There is no such thing as communism in Russia today," Allen declared. "But there is state capitalism. They may talk of world revolution but they have so much trouble on their hands at home that the rest of the world need not worry about it for a long time to come."

He found, he said, that Russian officials are letting up on their campaign against all religion, realizing that religion thrives on persecution. He is convinced that the United States and Soviet Russia hold in their hands jointly the fate of world peace. On such belief he based an appeal to the editors of the nation to do their share to keep the United States on a friendly basis with Soviet Russia in preparation for the time when Russia and America might join hands to enforce world peace.

Prof. George F. Church, of the Oklahoma A. & M. College at Stillwater, suggested the editors modernize their country correspondence columns in order that those columns might seem as newsy as other reading columns, and not just filler. He pointed out that rural people have advanced from neighborhood to county-wide interests within the last fifteen years but that country correspondence is just about the same as it used to be fifty years ago.

Leroy M. Edwards, general counsel of the Southern Counties Gas Company, Los Angeles, pointed out to the editors that their papers would be losing many hundreds of dollars in advertising revenue if they didn't do something to help the utility companies fight off the drive that has already begun against allowing utilities companies to continue selling appliances at retail.

In his address he used Kansas and Oklahoma, where prohibitory legislation is already in effect, as horrible examples. An editor from Kansas and Lea Nichols, the president of the N. E. A., both said amen to his remarks.

Sessions of the forty-seventh annual convention of the National Editorial Association were brought to a close with the meetings on July 26.

The reorganization plan, which was considered the principal item of business before the 1932 convention, involved the establishment of a national central office in Chicago; closer affiliation with the state associations; a new name for the organization; a new financing plan; a five-year service program; and coöperation with Newspaper Association Managers, Incorporated, toward putting the whole reorganization plan into effect.

The final outcome was the adoption of two amendments to the constitution, one of them providing for a bureau of accredited papers, the other for a referendum vote of the membership at any time—and the referring of the reorganization report as a whole to the board of directors with instructions to revise. After revision the board is authorized to submit its plan to the entire membership in what will be the first referendum vote ever undertaken by the N. E. A.

The leadership of the association, although divided, was frankly in favor of such changes as would make the N. E. A. more effective and helpful.

Very decided opposition to changing the name to the National Association of Newspaper Publishers developed. It was pointed out that the name of the organization has been changed before, but that over a period of forty-seven years the original one, National Editorial Association, has survived.

Justus Craemer, of Orange (Calif.) Daily News, was advanced to the presidency, Walter Allen, Brookline (Mass.) Chronicle, being chosen the new vice-president. One new member was added to the board of directors in the person of Walter Crim, Salem (Ind.) Republican-Leader, who will serve out the remaining two years of the board term of Walter Allen. The three directors whose terms expired this year were reëlected as follows: Joseph F. Biddle, Huntingdon (Pa.) Daily News; Robert Pritchard, (W. Va.) Democrat; Kenneth F. Baldridge, Bloomfield (Iowa) Democrat.

New Orleans was definitely voted the 1935 convention on the invitation of Isaac Chapman, secretary of the Louisiana Press Association, as 1935 will be the fiftieth anniversary of the founding of the N. E. A. at New Orleans.

The New N. E. A. President

Doubly elating it must be to rise to the presidency of an organization such as the National Editorial Association and then have the robes of office descend on your shoulders at a convention session in your home state among your home people. That is what took place July 26 in Los Angeles at the concluding session of this year's N. E. A. powwow when Justus F. Craemer of the Orange (Calif.) News took over the reins of authority.

But the new kingfish of the N. E. A. is not one to dwell long upon the plaudits of the multitude nor to regard too seriously the prestige that accompanies official position. He would rather be up and doing. He is of a vigorous type. He travels by air, in preference to trains, cars, or buses. And he is a football fan.

He is a past president of the California Newspaper Publishers Association, a vice-president of the California Press Association, a member of the Republican state central committee, erstwhile delegate to national Republican conventions, a director of the California state chamber of commerce, a former member of the California State Fair board, an orange grower, a member of the California Fruit Growers Exchange, a director of his home-town building and loan association, and a great admirer of Will Rogers up until the date of that gentleman's wisecrack about an alternate being the lowest form of political life.

Typically Californian, he is a native of Iowa. Born in Fort Dodge in 1886, he grew to young manhood there, graduating from the local high school. He ran a paper route for some time in the Iowa town for the local daily newspaper. He went to California about twenty-three or twenty-four years ago in company with his present business partner, W. O. Hart, to get an education at the state university and to play basketball.

Two years later Craemer and Hart formed their publishing partnership.

The new president of the N. E. A. is one of the best known country-newspaper publishers in the United States. As president of the California Newspaper Publishers Association a few years ago he visited practically every newspaper plant in the state. That is typical.

He is popularly and quite generally known as a prince of good fellows, yet he doesn't smoke, doesn't play golf, and is punctual in his attendance at church, being a member of the German Lutheran church and the son of a minister.

They say in California he looks like gubernatorial material some day, but you can't get him to discuss it. He wants to put over his present job as president of the N. E. A. in a big way this year and that is his program as arranged for the next twelve months.

The N. E. A. got for itself a real man with lots of genuine leadership. He will make a good president.

Prizewinners in the Better-Newspaper Contests

THE USUAL interest was indicated in the annual awards for achievement in different lines of newspaper work. The trophy offered by The Inland Printer for the best editorial page was won by the Washington (N. J.) Star, the second and third places going to the McComb (Miss.) Enterprise and the Worthington (Miss.) Globe respectively.

Editor and Publisher's trophy in the annual community service competition went to Howard W. Palmer's Greenwich (Conn.) Press, specifically because of the publisher's untiring efforts to understand the problems of his community and his work in correcting many of them. The story of Mr. Palmer's achievements in this direction will be told in detail in our September issue. For having raised

a fund to feed starving school children in the Mississippi flood area the Helena (Ark.) World was given honorable mention in this connection, as were the Dalhart (Tex.) Texan and the Washington (N. J.) Star, the latter for leading a movement in scientific farming as well as for outstanding service in connection with a local tax situation.

Selected by the jury as the "best weekly" in the country W. C. Jarnagin's Storm Lake (Iowa) Pilot-Tribune received a trophy offered by President Nichols. The Ladysmith (Wis.) News received H. L. Williamson's National Printer-Journalist cup in the newspaper-production contest, also the trophy of the Publisher's Auxiliary which was offered for the best front page.

A Distinctive Blotter-Booklet for the Cleaner and Dyer

THE OBVIOUS solution to the present-day business situation rests in more sales. This applies to practically every business. Fortunate and few are those who do not have to give especial attention to the consideration of this very important subject. And the cleaning and dyeing business is no exception.

In presenting this third piece of salable advertising literature The Inland Printer not only gives the printer opportunity to increase his sales, but capitalizes on the need of more sales in the cleaning and dyeing business as a means of lessening sales resistance and creating a greater desire.

The many printers who have already found in our previous pieces a simple and practical means of increasing their sales will readily appreciate the salability of this combination blotter-booklet, with its intriguing heading, timely copy, and forceful illustration.

For the benefit of those who for one reason or another have not up to now availed themselves of the advantages of this special service, let us repeat: THE INLAND PRINTER offers you the highest type of creative assistance in the preparation of timely and effective pieces of advertising that you can easily sell to business men right in your own community. It is not syndicated material; it is specially prepared at our expense to fill a certain need. In effect you offer your customers the same service you would render if you maintained a costly creative department-trained merchandising and idea men, copy and layout men, artists, etc.-the expense of which would of course have to be added to the cost of production of each order.

In addition to this service work The Inland Printer furnishes electros of fine artwork at minimum cost. Thus you are able to offer, not only the idea and the copy for this blotter-booklet, but the artwork and the plates, for the small preliminary expense of only \$3.82.

Any alert cleaner and dyer will be quick to buy this smart mailing piece. He gets fine artwork, lively copy, a modern layout—all for the price of just ordinary printing. You both benefit by The Inland Printer's efforts to develop sales!

When you stop to consider that you can supply this usually expensive work for so small an amount, you have a very strong selling argument right there. It is perfectly safe for you to say that if your customer were to have you "build" this piece individually for him, and you employed comparable talent, the preliminary materials—copy, artwork, layout—would amount to a much greater sum than the slight charge for the electros.

They Came; They Saw; They Sold 'em!

AND STILL the orders come in for the coal-folder electros! Alert printing concerns have been quick to sense the actual sales value of this project. Here is a typical letter, received from the Shaw & Borden Company, prominent printing firm of Spokane:

"Enter our order as below, to be shipped at once. . . . We wish to compliment you on the excellent copy, artwork, instructions, etc., for this mailing piece, and hope that further issues of your paper will contain similar constructive ideas."

The Graessle-Mercer Company, catalog plant located at Seymour, Indiana, comments as follows:

"We greatly appreciate the layouts in the June issue, and are pleased to enclose our check.... We will greatly welcome the next proposition, which is to appear in your July issue."

And these are two of the many letters received. Other printers are profiting. Are you? If not, just read the article and follow its instructions!

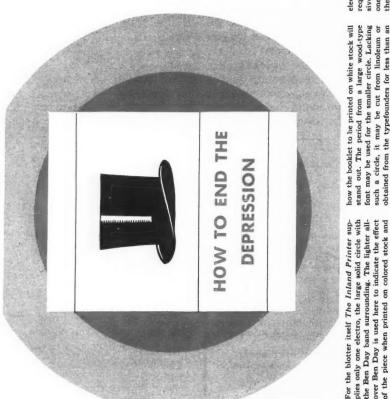
Every piece that is offered to you in these columns is timely, and is specially prepared to fit an immediate and existing need. Much time is spent in research work, in selection of the most appropriate business classification and in the most applicable method of presentation.

And so this month we have selected the cleaning and dyeing business, and in our copy and presentation we deal with cleaners' and dyers' service in a manner which is certain to stimulate sales for these business men. The idea of trying to persuade people to be careful of their appearance is old, but it is still healthy and productive of sales, and never before has it been so fitting as it is right at the present time.

Not simply do we deal with personal appearance, but we also suggest that the same theory be applied to the business establishment. If it's good business to present a good personal appearance (and everyone agrees that it is) why isn't it logical to present a good "business appearance"? This thought will cause many business men to clean up and modernize their offices, for they will be very quick to appreciate the extreme value of the suggestion.

Because the argument is to appeal to business men, we have used a blotter as a vehicle to convey the story. This does not mean that the women are not interested and should be overlooked. On the contrary, a woman is very greatly interested in her husband's welfare and

PARK HYDE ELEPHONE



appearance, and these blotter-booklets should be introduced into every home as well as to every business office.

The significance of the copy is farreaching. While we speak literally of the advantages of keeping up a good physical appearance, we can apply the same thought to our mental attitude. Because business is universally not what it was two years ago, all of us have adopted a policy of watchful waiting. Individual initiative has been destroyed until each

as well as the effect of the g The electro of the circle is suppli e for "bleed" on three sides. The is necessary allowance for

position a herefore, for producing this impres-one of the large two-tone circle and silk-hat illustration. Needless to say, electros are Only sive item-

a large wood-type

used for the smaller circle. Lacking, it may be cut from linoleum or n the typefounders for less than an from how the booklet to be printed

period

The

stand out.

circle with all-

blotter itself

only Ben I

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business man believes there is nothing that he can do about his own individual business except to wait. Wait for what? What we need is mental cleaning!

You can cite plenty of records of accomplishment to your prospect to convince him that there is much business that he can get if it is intelligently and aggressively solicited-business which, perhaps, his competitor figures is not worth going after. To use some national examples: Coca-Cola (a non-essential) increased its 1931 business over 1930, the firm's biggest year. The company retrenched in every department except advertising! Washburn-Crosby sold more flour last year than in the year before. There are numerous examples right in your own community.

You can sell this blotter-booklet to any cleaner with the confidence that it will produce a profitable return if it is properly distributed. Several should be placed in every business office, and one or two put in every home. The returns which he will receive from this one will encourage him to use more advertising, again providing you with an opportunity for more business.

Figure just how many blotter-booklets will be needed for thoroughly covering the field, estimate your cost, add a profit, and go to the prospect ready to tell him just what the total expense will be, including the distribution. There are numerous methods of distribution. The blotter-booklets can be mailed under section 4351/2, Postal Laws and Regulations, at the rate of 8 cents a pound; they can be distributed by competent school boys, or by the Western Union or Postal Telegraph messenger service.

This blotter stock should be 100pound, enameled one side, and white, gray, or a very light blue on the enameled side. The double circle prints all in dark blue, but the Ben Day gives the effect of two colors of blue. The name and advertisement of the cleaner should be printed in black, but if the lowest possible price is demanded it can also be printed in blue. The trimmed size of the blotter is 9 by 4 inches. The stock then should be cut 91/2 by 41/2 (ten out of 19 by 24) to allow for the bleed.

The booklet is of eight pages, printed in black and red on white antique or handmade-finish stock, of good quality and about 100-pound weight. The final trimmed size of the booklet is 23% by 3 inches. It should be saddle-stitched with two wires to provide strength, and must be securely glued to the blotter.

Three vital factors should be kept in mind when you decide to sell this mailing piece to a customer:

(1) If you don't make a profit on this piece, your efforts, and all our work and expense, have been a total loss. Figure your costs carefully. Use your own cost figures if you are certain they actually cover your costs. If you are at all doubtful, turn to the Tarrant estimating article appearing in this issue, where you will find a reliable schedule of costs as compiled by the United Typothetae of America. Use that and play safe. Then add a generous margin of profit. Remember that your customer is getting his artwork and copy and layout without any expense at all, and he expects you to take your profit, like any good business executive!

(2) You can sell this mailing piece better by taking this issue right along when you make your sales call. Show your prospect the illustration; have him read the copy. Impress upon him the smart, snappy character of the artwork and layout, and dwell upon the fact that he can secure this fine-quality mailing piece at a price which ordinarily would purchase a printed piece of merely commonplace quality. You have everything in your favor—everything that should make the first prospect want to order!

(3) Go out and sell this piece as soon as you have estimated its selling price! Your competitors doubtless subscribe to The Inland Printer. While you hesi-

Below, the six printed pages of the booklet part of the combination. Page 2, conforming to the inside front cover were the booklet not self-covered, is to be blank, as is page 8, by which the booklet is glued to the blotter as indicated by the illustration of the ensemble. The text starts on page 3. While the panels here are fractionally smaller than the pages of the booklet, the cut of the hat is the size furnished and the text can be set in twelve-point as here

tate they may be on their way to solicit one of your best customers for this order. Be decisive! Go after this business without delay. It will make a bright spot during dull times.

How to Place Your Electro Order

The electros for the illustrations in this blotter-booklet may be purchased at the total price of \$3.82 postpaid. These orders, which must all be accompanied by check, draft, or money order for the proper amount, should be addressed to The Inland Printer, 205 West Wacker Drive, Chicago. Special attention is called to the fact that no electro orders can be filled when not accompanied by the required payment. Considering the fact that nothing else needed for this mailing piece involves any expense at all, we believe you will be glad to comply with this policy.



HOW TO END THE DEPRESSION

when questioned as to what he would do if he had but ten dollars to his name, is credited with the statement that he would buy himself a silk hat.

There is no room for

doubt but that mind is the force that will "lick" the depression.

Putting up a pleasant front will beget confidence, and confidence begets success.

It is folly to deprive yourself of your greatest asset, your good appearance now that

it costs little to have your Clothes properly cared for.

And, now as never before, the appearance of your place of business reflects your business standing.

You can brighten up your store or office by sending us your rugs, draperies, curtains, upholstered furniture, etc., to be rejuvenated.

In the home a thoughtful housewife can do her part in keeping up her husband's morale by taking advantage of the economies of our services in helping to keep the home bright and cheerful. Economy is a virtue but be careful where you economize.

Winners of Inch-Ad Contest and the High-ranking Ads

Most typographers do not recognize that there are possibilities for interesting, striking display in small advertisements. Acting upon a suggestion from Kable Brothers, of Mount Morris, Illinois, that such possibilities be demonstrated, a contest in the composition of a one-inch single-column advertisement was announced in the May issue of The Inland Printer.

Entry No.	Rank	_		JU	JDG	ES			Total
D.	×	1	2	3	4	5	6	7	To
135	1	6			8	9		9	32
69	2			5	6	7		10	28
47	3	-		8	10			7	25
64	4	4		2	9	8		2	25
70	5			9	4		3	8	24
101	6				5	10		5	20
151	7	5	7				7		19
283	8	8				4		3	15
308	9	10	3						13
231	10	3	10						13
257	11	7						6	13
134	12						10	1	11
196	13				7		4		11
63	14			6			-	4	10
91	15	1					9	-	10
99	16	-		10	-				10
198	17		9				-		9
98	18	9							9
58	19			7	-	2			9
41	20	-	8	-		_		-	8
136	21	-					8		8
56	22				_	6			6
86	23		6						6
173	24						6		6
7	25				2	3			5
65	26	-	_		-	5		-	5
90	27		5		-			-	5
174	28		-				5		5
33	29			4					4
40	30		4			-			4
22	31		-	3					3
50	32				3	-			3
8	33						2		2
259	34		2				-	-	2
275	35	2				-		-	2
34	.36				1		-		1
62	37	-		1	-		-	-	1
242	38					1		-	1
247	39						1		1
	40		1		-	-			1

That the contest, here concluded, was a success as interest goes is indicated by the fact that 224 printers in the United States, Canada, and England submitted 311 resets of the problem advertisement.

That it was a success in showing that interesting, striking display and layout may be given to the smallest advertisement is demonstrated by the 5 prizewinners and 48 others here shown.

Although this advertisement is small, The Inland Printer did not consider the decision unimportant. The jury that decided prizewinners numbered seven, and included nationally known men respected for their judgment in all typographical matters. They were: Douglas C. McMurtrie, of Ludlow Typograph Company, Oswald Cooper, noted type designer; William A. Kittredge, R. R. Donnelley & Sons; E. G. Johnson, J. M. Bundscho, Incorporated, advertising typographers; Paul Ressinger, designer; George W. Speyer, J. Walter Thompson Company; and the editor.

Of the 311 advertisements, 40 were given points by the judges, 10 points representing first choice, 9 second, etc. These 40 are arranged on this and the following pages according to their total points, the second of the page groups, however, being filled out with advertisements not placed by any judge.

The numbers 1 to 7 directly under the heading "Judges" in the table denote the seven judges. The figures under each of these numbers in the several columns stand for the selections of the individual jurors, 10 representing the particular judge's first choice and being the number of points the advertisement (indicated by number in the first column) scores as a result. Readers may therefore see with which judge they most agree.

If entry 64 had not scored a tie with 47 it would have had to be thrown out, because copy was not followed. It is the only entry given points by as many as five judges, and, if the two noting the fact had not on that account graded it down, 64 would probably have carried off first prize. By reason of the tie, however, duplicate third prizes may be given without loss to anyone.

THE PRIZEWINNERS

RINGNECK PHEASANT EGGS

and day-old Ringneck chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. * * * Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM

FIRST PRIZE

No. 135 Loraine A. Walsh, Oakland, Calif.

Ringneck Pheasant Eggs

from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM

SECOND PRIZE

No. 69 William Metz, St. Albans, L. I., N. Y.

PHEASANT EGGS

and day-old Ringneck Chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM, (John Eckert, Proprietor) EAST MORICHES, LONG ISLAND, N.Y.

THIRD PRIZE (tied) No. 47 — Frank Rhodes, Montreal

Ringneck Pheasant Eggs

and day-old Ringneck Chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with all orders received. PINE PHEASANT & POULTRY FARM, John Eckert, Proprietor, East Moriches, Long Island, N.Y.

THIRD PRIZE (tied)
No. 64 - Glenn M. Pagett, Indianapolis

Ringneck EGGS

and day-old Ringneck Chicks from healthy, unrelated stock. Alsobooking orders for birds for Fall delivery. Instructions for hatching pheasants witheachorder JohnEckert. Prop-Pine Pheasant & Poultry Farm East Morlehes, L.I., N.T.

FOURTH PRIZE No. 70 - Fred C. Allery, Winnipeg

In sending in his selection Juror Mc-Murtrie brought out among others these interesting, constructive points:

I conceive one of the main functions of a small advertisement to be the attraction of the reader's eye to its portion of the page. It will never have any chance of delivering its message unless it attracts this attention. And for this reason I have placed in the first three positions on the list advertisements which contain forceful attention-attracting features.

If you enjoy contests like this, write to the editor at once. If a sufficient number indicate interest another contest will be announced in an early issue.

Theasant Eggs

and DAY-OLD RINGNECK CHICKS from healthy, unrelated stock. Also booking orders for birds for fall delivery. Instructions for hatching pheasants with each order.

Pine Pheasant and Poultry Farm John Eckert, Prop. • East Moriches, L.I., N.Y.

101 - Walter H. LeVasseur, Buffalo

Ringneck Pheasant Eggs

and DAY-OLD RINGNECK CHICKS from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order. PINE PHEASANT & POULTRY FARM John Eckert, Prop., East Moriches, L.I., N.Y.

Ringneck Pheasant

Pine Pheasant and Poultry Farm
John Eckert, Prop. E. Moriches, L.I., N.Y.

63-Glenn M. Pagett, Indianapoli

91 Charles W Abadie Philadelphia

Ringneck PHEASANT EGGS AND DAY-OLD RINGNECK CHICKS

From heaithy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order . . .

PINE PHEASANT AND POULTRY FARM John Eckert, Prop. EAST MORICHES, L. I., N.Y.

56-Emil Georg Sahlin, Buffalo

RINGNECK PHEASANT EGGS DAY-OLD RINGNECK CHICKS

PINE PHEASANT AND POULTRY FARM

151-Philip McIntee, New York City

booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

John Eckert, Prop., East Moriches, L. I., N. Y.

and day-old Ringneck Chicks

Walter H. LeVasseur, Buffalo

RINGNECK PHEASANT **EGGS and Day-old Chicks**

from Healthy, Unrelated Stock Instructions for halching Pheasants with each order Also booking orders for Fall delivery.

Pine Pheasant & Poultry Farm - E. Moriches, L.I.,

86-Grimmon McDonald, Winnipeg, Canada

Ringneck Pheasant And day-old Ringneck chicks from healthy, unrelated stock. Also Eggs

Pine Pheasant and Poultry Farm

George Harrington, Oshkosh, Wise

Pheasant Eggs

from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

Pine Pheasant and Poultry Farm John Eckert, Prop. • East Moriches, L. I., N. Y.

RINGNECK EGGS

and day-old Ringneck chicks from healthy, unrelated stock, Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

173-David R. Blackie, New Haven

RINGNECK PHEASANT EGGS AND DAY-OLD RINGNECK CHICKS

From healthy, unrelated stock. Also booking orders for birds for fall delivery. Instructions for hetching pheasants with each order.

PINE PHEASANT & POULTRY FARM East Moriches, L.I., N.Y. John Eckert, Prop.

Ringneck Pheasant Eggs

ond DAY-OLD
Ringneck
Chicks
Chicks
from healthy unrelated stock
Interest of the control of the c

198-Paul T. Pinkiser, Dayton, Ohio

Pine Pheasant and Poultry Farm

308-John Kennelty, Pittsburgh

RINGNECK PHEASANT EGGS and day-old Ringneck chicks from healthy, un-related stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM John Eckert, Prop. East Moriches, L. I., N. Y.

Fred L. Drager, San Francisco

RINGNECK PHEASANT

EGGS and day-old CHICKS From healthy, unrelated stock. Also booking or-ders for birds for Fall delivery. Instructions for hatching pheasants with each order

PINE PHEASANT AND POULTRY FARM
John Eckert. Prop. East Moriches, L. I., N. Y.

231-A. E. Koerner, Milwaukee, Wisconsi

Pheasant Eggs
and DAY-OLD RINGNECK CHICKS from
healthy, unrelated stock. Also booking or
ders for birds for fall delivery. Instructions
for hatching pheasants with each order.
Pine Pheasant and Poultry Farm
John Eckert, Prop. • East Moriches, L.I., N.Y.

Walter H. LeVasseur, Buffalo

Ringneck PHEASANT EGGS

and day-old Ringneck chicks from healthy, unrelated stock. Als booking orders for birds for Fal delivery. Instructions for hatch ing pheasants with each order

PINE PHEASANT AND POULTRY FARM John Eckert, Proprietor EAST MORICHES, L.I., N.Y.

65-Samuel Katz, Denver

Ringneck

DHEASANT EGGS

healthy, unrelated stock. Also booking or-ders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM
John Eckett, Prop. East Moriches, L. I., N.Y.

257-A. R. Wilkins, Oakland, California

Ringneck Pheasant Eggs

and day-old Ringneck chicks from healthy unrelated stock. Booking orders for birds for Fall delivery. Instructions for hatching pheasants with orders. John Eckert, Prop.

PINE PHEASANT & POULTRY FARM EAST MORICHER, L. I., NEW YORK

-Howard N. King, York, Pennsylvania

Ringneck Pheasant Eggs and Day-Old Chicks...

PINE PHEASANT AND POULTRY FARM John Eckert, Prop. East Moriches, L. I., N. Y.

Tom L. Shepherd, St. Loui

RINGNECK EGGS and day-old Ringneck Chicks frounrelated stock. Also booking birds for Fall delivery. Instrhatching pheasants with each of

PINE Pheasant and Poultry FARM East Moriches John Ectars, Prop. L. I., N.Y. East Moriches John Eckert , Prop.

134-W. W. Gyllenberg, Detroit

RINGNECK PHEASANT EGGS

AND DAY-OLD RINGRECK CHICKS from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM JOHN ECKERT, Prop., EAST MORICHES, L.I. N.Y.

41-G. E. Warnke, Ft. Atkinson, Wisconsin

RINGNECK PHEASANT EGGS

and day-old Ringneck CHICKS from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE Pheasant & Poultry FARM East Moriches, L.I., N.Y. John Eckert, Prop.

174 - Roy Picard, Detroit

Ringneck and day-old Ringneck chicks from healthy, Pheasant booking orders for birds for fall delivery. In-creations for hatching eggs with each order.

Pine Pheasant & Poultry Farm
John Eckert, prop. # East Moriches, L. I., N. Y.

196-P. L. Pickens, Memphis

RINGNECK Pheasant Eggs ... and DAY-OLD RINGNECK CHICKS FROM HEALTHY UNRELATED STOCK Also booking orders for birds for Fall delivery ... Instructions for Hatching pheasants with each order.

PINE PHEASANT & POULTRY FARM
John Eckert, Prop. EAST MORICHES, L. I., N.Y.

136-L. C. Richards, Tacoma Park, D. C.

Ringneck Pheasant

and day-old Ring-healthy, unrelated Eggs neck chicks from stock. Also book-ing orders for birds Instructions for hatching pheasants with each order.

Pine Pheasant and Poultry Farm

33--Thomas Linton, Philadelphia

DINGNECK PHEASANT

EGGS and Day-Old Ringneck CHICKS FROM HEALTHY, UNRELATED STOCK

FROM HEALTHY, UNRELATED STOCK
ALSO BOOKING ORDERS FOR BIRDS
FOR FALL DELIVERY
Instructions for hatching pheasants with each order
PHER PHERSANT AND POLICETY FARM
JOHN ECKERY, Prop. EAST MORICHES, L. I., N. Y.

40 Louis Woolery, Falmouth, Kentucky

RINGNECK PHEASANT EGGS

and day-old Ringneck Chicks from healthy, unrelated stock.
Also booking orders for birds for Fall delivery.
tructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM EAST MORICHES, L.I., N.Y. JOHN ECKERT, PROP.

E. P. Gaylord, New Have

Ringneck and day-old Ringneck Chicks Pheasant from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

Pine Pheasant & Poultry Farm JOHN ECKERT, Prop. East Moriches, L. I., N.Y.

Joseph Thomasberger, Mill Valley, Cali

Pheasant
Pheasant
Eggs
and day-old Ringneck chicks from healthy, unrelated stock. Also booking orders for birds for Pall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT AND POULTRY FARM JOHN ECKERT, Prop. EAST MORICHES, L. I., N.Y.

Ringneck Pheasant Eggs and Day-Old Ringneck Chicks

from healthy, unrelated stock. Also book-ing orders for birds for Fall delivery. Instructions for hatching pheasants with PINE PHEASANT & POULTRY FARM East Moriches, Long Island, N. Y.

Guy H. Perrin, Kansas City, Mis-

Ringneck
Pheasant
Pheasant Instructions for hatching pheasants with each order. * Pine Pheasant and Poultry Farm,

John Eckert, Prop., East Moriches, L. I., N. Y.

William E. Lickfield, Jr., Ph

Ringneck Pheasant

and day-old Ringneck chicks from healthy, instructions for hatch-unrelated stock. Also booking orders for birds

Pine Pheasant and Poultry Farm John Eckert, Prop. East Moriches, L. I., N.Y.

34 Fernand Caillet, Montreal

Ringneck PHEASANT EGGS and DAY-OLD Ringneck CHICKS from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order. PINE PHEASANT AND POULTRY FARM
John Eckert, Proprietor A East Moriches, L. I., N. Y.

Ringneck Pheasant Eggs

and day-old Ringneck chicks from healthy unrelated stock. Booking orders for birds for Fall delivery. Instructions for hatching pheasants with orders. John Eckert, Prop.

PINE PHEASANT & POULTRY FARM EAST MORICHER, L. I., NEW YORK

62 Howard N King Vork Pennsylvania

RINGNECK - Instructions to PHEASANT EGG/... DAY-OLD RINGNECK CHICKS

FROM HEALTHY, UNRELATED STOCK . Also be Pine Pheasant and Poultry Farm John Eckers, Prop. EAST HORICHES, L. I., N. Y.

249 F. L. Crocker, Ridgefield Park, N. J.

Ringneck Pheasant 7

Pine Pheasant &

Poultry Farm
John Eckert, Propriete
BAST MORICHES, L.I.N.Y.

Poultry Farm
Instructions for hatching
heasants with each order.

Also booking orders for birds for Pall delivery.

247-Norman S. Dale, Colorado Sr

RINGNECK PHEASANT EGGS

and day-old Ringneck chicks from heal-thy,unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT & POULTRY FARM

*254 Eino E. Wigren, Chicago

PHEASANT EGGS RINGNECK

and day-old Ringneck chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order. PINE PHEASANT AND POULTRY FARM

*172 - David R. Blackie, New Have

RingneckPheasantEggs

AND DAY-OLD RINGNECK CHICKS From healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order. PINE PHEASANT AND POULTRY FARM John Eckert, Prop. East Moriches, L. I., N. Y.

I. D. Womack, Oklahoma

NINGNECK PHEASANT eggs

and day-old Ringneck chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery.

Instructions for hatching pheasants with each order pheasants with each order hatching.

*272 Algot Ringstrom, New York City

RINGNECK PHEASANT EGGS and day-old Ringneck Chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instruc-tions for hatching pheasants with each order.

Pine Pheasant and Poultry Farm John Eckert, Prop. East Moriches, L. I., N.Y.

H. D. Wismer, San Diego, California

RINGNECK

Pheasant Eggs
and day-old Ringneck chicks from healthy,
unrelated stock. Also booking orders for
birds for Fall delivery.
Instructions for hatching
pheasants with each order

PINE PHEASANT

POPULTRY PARM
EAST MORE CONTROLLED
East Moriches, Line, N. 1997.

*271 -- Algot Ringstrom, New York City

RINGNECK and day-old Ringneck chicks from healthy. unrelated PHEASANT solds. Also booking orders for birds for Fall delivery.
... EGGS Instructions for hat ching pheasants with each order.

Pine Pheasant and Poultry Farm
John Eckert, Prop. EAST MORICHES, L. I., N. Y.

Ringneck Pheasant Eggs and day-old Ringneck Chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order. John Eckert, Prop.

Pine Pheasant & Poultry Farm East Moriches, Long Island, New York

Ben Wiley, Springfield, Illine

RINGNECK PHEASANT Eggs

... and Day-Old Ringneck Chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order.

PINE PHEASANT and POULTRY FARM John Eckert, Prop. East Moriches, L. I., N. Y.

Tillmon Farrow, Indianapoli

Ringneck Pheasant Eggs

PINE PHEASANT & POULTRY FARM

and day-old Ringneck chicks from healthy, unrelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching pheasants with each order JOHN ECKERT, Proprietor East Moriches, L. I., H. Y.

Peter Cenci, Newark, New Jers

Pheasant Eggs and Day-Old Ringneck Chicks from healthy, unrelated stock. Also booking orders for Birds for Fall deliveries, Instructions for hatching

pheasants with each order
PINE PHEASANT & POULTRY FARM
JOHN ECKERT, PROP. East Moriches, L. I., N.Y.

*133 - Peter Barron, Detroit

RINGNECK PHEASANT EGGS day rold from healthy, unrelated to the state of stock. Also booking orders too binds for Ball delivery, lastractions for hatching phenasans with each tecker. Prop., E. Marin. JOHN ECKERT. Prop., E. Moriches, L. I., N.Y.

*195 Albert Lasky, Newark, New Jersey

RINGNECK PHEASANT

EGGS and day-old Ringneck chicks from healthy, carelated stock. Also booking orders for birds for Fall delivery. Instructions for hatching phesants with each order. John Eckert, Prop. Pine Phensant & Poultry Farm EAST MORICHES, L. I., N. Y.

*277 Allen S. McCune, Long Beach, Calif.

THE PROOFROOM



By EDWARD N. TEALL

Questions as to proofroom problems and practices are welcomed and will be answered in this department. Personal reply is made when a stamped self-addressed envelope accompanies the inquiry

A Facetious Reply to "How May I Become a Proofreader?"

I find your department increasingly useful and interesting. You and your readers may extract a little fun out of the enclosed copy; it was "writ sarcastic" by a Chicago editor, and is good scrapbook stuff.—New York.

"Increasingly": that is surely good! And there's fun, and something more, in the quotation, which follows:

To become a first-class proofreader is a very simple task-so easy that the wonder is that more young people don't take it up instead of clerking. The first step is to serve an apprenticeship at printing, which will enable the student to discern typographical irregularities. A general acquaintance with history, biography, poetry, fiction, music, geography, the drama, etc., is important. Politics should have attention, for you must be able to identify every man who has followed the business from Cain down to the present day. No matter whether he's the Premier of England, or the Caliph of Bagdad, or a Bridgeport terrier-you should have a minute knowledge of his public and private life and be able to select the proper spelling from the half-dozen ways which the author is sure to employ. Read, ponder, and assimilate Webster, the Bible, Shakespeare, Authors' Classical Dictionary, Roget's Thesaurus, Lippincott's Gazetteer, Hayden's Dictionary of Dates, the cyclopedias of Appleton, Tell, Johnson, and others, Bremisch-Niedersachsliches Woerterbuch, Brandthe's Slovnik Polskiego Neimieckgo, and any other works of a solid nature that happen to be at hand. During the long winter evenings you might scoop in a few languages, say Greek, Latin, French, Hebrew, Russian, German, Chinese, Bohemian, and Choctaw. The business is learned in a short time by the young man with a little perseverance, and affords constant employment (twelve hours seven days a week) at a liberal compensation (\$20), with frequent honorable mention. When you have picked up the rudiments mentioned, if you don't conclude to become a college professor at \$5,000 a year, call at this office and we will give you a desk.

We'll say this is "writ sarcastic"! The proofreader does have to know many things; but the things he has to know are not hard to pick up. The test is, whether he knows them right; whether what he knows is really so. He should always have access to reference books, to check up. The newspaper proofreader's job is not, however, an unpleasant one;

it has its compensations. It is very much more varied and interesting and stimulating than a clerk's job. The quotation facetiously and deliberately exaggerates the hardness of the requirement. Any proofreader possessing knowledge and judgment can by steady and intelligent work make his way "upward and onward" to quite desirable positions. And a dud is always a dud. Between the duds and the stars stands an army of good workers who know the satisfactions of steady employment in a calling that commands respect and gives reasonable but certainly not immoderate rewards.

This Argument on Punctuation Is Quite Readily Settled

There was considerable discussion between our office and composing room regarding the correctness of the following sentence, with or without the commas. The office claims this form is correct: "Already over a million people have graduated from Auction to Contract and it is estimated that . ." The composing room claims this form is correct: ". . have graduated from Auction to Contract and, it is estimated, that . ." Please give a ruling and restore peace among us.—New York.

The office is correct, the composing room is wrong. If "that" were omitted, the answer would be different; it would be proper to write "over a million have graduated and, it is estimated, many millions are" doing so and so. But as the sentence stands, there is absolutely no occasion for argument; the commas advocated by the composing room are positively wrong. The "and" coördinates "have graduated" and "it is estimated." The one real question about punctuation would be whether to use or not use a comma after "Contract"; ". . . have graduated from Contract, and it is estimated . . ." Here the question is one not of rightness and wrongness but of style preference; whether to punctuate freely or closely. The question is to be answered in the light of shop usage. Any difficulty in it is artificial.

When Printing Addresses Upon Envelopes Use Good Sense

In printing lines of an address on an envelope or a card, is slanting of lines at right or at left better? A former foreman of ours preferred the method of hanging indention at the right, which I have been following, but the new foreman does not like it.—Michigan.

First, consider the variations in linelengths, bringing together a name like Marmaduke Van Rensselaer Cholmondeley, Esq., and a short state name, like Ohio. Obviously a fixed rule is going to work poorly. In ordinary custom, addressing letters by hand, we either start the lines flush or stair-step them. Indention should be figured at the left, in printing. Each address is a problem by itself, to be placed on the envelope or card as a type-block, whatever the style as to stair-stepping or starting the lines flush may happen to be.

Possessive Plural of Compound Nouns—Some Are Stickers!

Some months ago "Cincinnati" was seeking the correct form for the plural possessive of "passer-by." Two of my reference books give the following rules: "In compound nouns the sign of the possessive is usually added to the last word" (Lomer and Ashmun, "The Study and Practice of Writing English," page 44). "By the use of 'of,' such expressions as 'witness's statement,' imothers-in-law's faults' may be avoided" (Reed and Kellogg, "Higher Lessons in English," page 285).—New Jersey.

"Two passer-bys' hats blew off" certainly does look freakish, but when you take "passer-bys" as the plural nominative, you stand committed, logically, to it plus apostrophe for the plural possessive. That "mothers-in-law's faults" is a dandy. I think a proofreader, provided he is not employed as a mere copychecker, would be justified in changing the expression to one avoiding such complications. If that is more power than he possesses, under his office's system, then he certainly should at least query it to the author or editor. Only a robot could pass it without protest.

Casual Notes for the Assistance of the Proofroom Audience

Some time ago an editor expressed a doubt when I spoke of the odd modern fashion of dividing words haphazardly, just as the line breaks, instead of by syllables. I have seen much of this deuceswild kind of division in letters sent to the public press, and often in copy that was far from illiterate. Recently a big department store, conducting an anniversary sale, utilized these divisions in some of its display copy: "Clo-thes," "again-st." Somewhat paradoxical, the wholly unauthentic division and use of the extremely conventional hyphen!

The correspondent who criticized use of "worthwhile" as an attributive compound adjective may be interested in this quotation taken from the *Princeton Alumni Weekly:* "... if it is to continue an institution of worthwhile distinctiveness." This is academic sanction.

Sample of freak hyphenation: sportpage heading, "Klein Ends Long-Hitting Streak." As it stands, this means "streak of long hitting." In fact, the meaning intended was "long streak of hitting." If any hyphen was to be used, it should have been between "hitting" and "streak." But no hyphen really was needed in the line as it was worded.

From the Congressional Record of June 11, 1932 (page 13,064): "It would seem, therefore, that under the language of this bill...the District authorizes in all probability would be authorized to provide relief." Probably a stenographer's error in transcribing notes: "authorizes" for "authorities." The Record has more of these slips than it should.

The Proofreader and the Editor Are Partners in the Game

Today I read the proof of a newspaper editorial. It had a sentence somewhat like this: "It was not this or that." I took the proof in to the editorial writer, and asked him if it should not be "nor" instead of "or." He said, "I don't think it makes much difference, but if it will make you happy, mark it 'nor.' "Well, I don't think it was very courteous of him. He should have given me a real ruling, don't you think so? Or am I too sensitive?—Ohio.

One finds so much argument between those who always follow a negative with an alternative "nor," and those who distinguish between "neither" and "not" as introductory words. About "neither... nor" there is no argument, but about "not... or" there is much discussion. Probably the editorial writer was quite

sincere in suggesting the point was not worth arguing. The reader should have known the paper's editorial style—if it has one!—well enough to have made his own ruling. If bound by office practice to follow copy on editorials, the point would hardly have been worth even a query; so, at least, it seems to me.

Certainly I think that editors should be courteous to proofreaders. Many of them are positively discourteous, being "grumpy," "crusty," because they don't appreciate what the proofroom does for them. Some are coolly indifferent. Some would like to have closer contact with the proofroom, but have lost faith in it through its too zealous "correction" of copy. These things work two ways, as you can readily understand.

Two kinds of newspaper plants are exceptional: the ones in which editorial room and proofroom are in open hostility, and the ones in which they work in smooth harmony. In the "average" newspaper plant they are most of the time unconscious of each other's existence, having little personal contact.

Placing Semicolon in Relation to Close-Quote Is Simple!

In the following sentence should the semicolon be inside or outside the quotes? As it doesn't belong particularly with the quotation, I have put it outside. The sentence is:

"It is not for you to know the times or the seasons"; that is, it is not your province or your privilege.

My placing of the semicolon was challenged by the customer, quite sharply.—Pennsylvania.

The rule, as frequently given in this department, is: Place the period and the comma inside (for typographical symmetry); but place the semicolon, colon, "query," or "screamer" either inside or out, according to the logic of their relation to the quoted matter and the main sentence. No "deep stuff" in that, so far as I am able to discern.

Reading Copy So a Proofreader Can Follow It With Ease

Should a copyholder read with inflection, or in a monotone?—Kansas.

The veteran commonly uses a monotone, with no pauses for punctuation, no breaks except for breath. The beginner uses too much inflection, wasting time. That reading is best which the proof marker can follow most easily and surely, with the least possible risk of missing anything. Reading punctuation—as "however comma"—is unnecessary with skilled proofreaders.

"One Half" or "One-Half" Isn't as Simple as You'd Think!

In the February number you answered a query on hyphens from Rochester, New York, and quite consistently used the hyphen in "one half." Now consistency is a virtue, but I believe your use of the hyphen is incorrect.

Your father's first rule, in the New Standard Dictionary, states that the words should be separate when used in regular grammatical relation and construction. The cardinal numbers are adjectives, and as used before a noun such as "half" are surely in regular grammatical relation. It might be argued that fractions constitute an unusual construction, but that would be a far-fetched point.

The fact that fractions are so commonly hyphenated is the reason for this protest, and no doubt in the days or years to come this practice will be universally proper, yet I cannot see it go on without raising a protest. I am aware that fractions are used in many places in the New Standard with hyphens, yet why clutter up the language with useless punctuation marks? We might as well write "one-man," "one-onion." The practice probably arose because the fraction frequently follows cardinal numbers composed of multiples of ten followed by the numbers from one to nine, in which case it is quite proper to use a hyphen because the two cardinal numbers coming together constitute an unusual grammatical construction; explanation, not justification.

Now that the argumentative phase of the question is disposed of, and the surplus steam worked off, I would refer you to the reliable old "Woolley," or "Mechanics of Writing," by Edwin C. Woolley, which has found quite a place in colleges. On page 75 of my edition, in section 139, the rule is given: "In fractional numbers the numerator should not be joined to the denominator by a hyphen except when the fraction is used an an attributive adjective. Two thirds of a mile, a two-thirds majority." This is simple and logical.

I believe your policy of common-sense rule will approve this principle. I once worked on a head-machine on a good-sized daily where the proofreader scattered the hyphens promiscuously in even the forty-two-point Gothic heads. One night he marked in three hyphens in a four-deck head, and as soon as the edition went down I reset the entire head, all four decks, with a hyphen between each two words, and sent it in. I didn't get fired, and I recommend this as a good experiment on any hyphenating proofreader.—Wyoming.

Isn't it funny how we all think the argument is finished as soon as we have spoken? This correspondent presents his contention strongly and in an interesting manner, but the writers of "one-half" or "two-thirds," even when it is not a compound attributive adjective, won't surrender so readily. Not that I care to debate the point exhaustively.

You will note that our friend in Wyoming writes "Gothic heads." Many of us prefer to write "roman type," "italic type," "gothic heads." And it may be "one half" and "one-half" offer equally legitimate occasion for variance in usage. Perhaps there is no syntactic change

when "one" and "half" are put together, but, just the same, most of us feel that we have made a new word; that we are not simply speaking of halves and indicating how many of them are to be considered, but are in effect making a new word, almost but not quite sufficiently solidified in thought to be written as "onehalf," that is, in solid form.

Certainly Mr. Woolley's rule is clear and simple, and helps toward systematic style custom. But as soon as you order the shop to follow that style, some simp will begin to argue that attributive compound adjectives are not that at all but something else, and so the trouble begins all over again.

Ways of Indicating That a Line of Type Is Out of Center

Has there ever been a proofreading mark invented for indicating that a line is out of center? It seems to me it requires a great deal of marking for this, and I have never heard of a shorthand code for it. Can you enlighten me? I am really puzzled.—Florida.

The answer is so simple it seems as if there must be a catch in it. The mark I have always used to indicate that a line is to be centered is that of indention on each side. If this isn't liked, why not simply write "center" in the margin?

When Dictionary Consultants Overlook What Is There!

"Florida" says he cannot find "worth while" in any dictionary or textbook. Webster's New International has: "while, n.2. Time used in doing something; labor; pains; now only in the phrase worth while, or worth one's while." And there you are.—Delaware.

Many persons say "It isn't in the dictionary" when in fact it is, but somehow they just do not happen to look in the right place. Actually, finding what you want in the dictionary is something of an art. Don't quit too soon.

A pupil was having trouble with punctuation, and was being called down by the teacher of the class.

"Never mind, son," said a school visitor, "commas do not amount to much anyway, you know."

"Don't they?" responded the teacher, turning to the president. Then she directed the boy to write on the board this sentence: "The president of the board says the teacher is a fool."

"Now," she continued, "put a comma after 'board' and one after 'teacher.' "—
From the house magazine of the Jobson Printing Company, Louisville.

A Young Person "Breaks In" on Proofreading Work

By EDWARD N. TEALL

EXPERIENCE educates, and by studying the experiences of others we can often gain enlightenment which helps us solve some of our own problems without passing through the painful process of trial and error. Always interesting, the difficulties of the would-be proofreader are doubly worthy of attention in these tough times. The proofreader who does not feel sympathy for the young man or woman eager to get started in the proofroom must have hardening of the arteries. Some folks as they get older grow meaner; they are jealous of the younger folk just starting out; they forget the days when they themselves were knocking at the door, asking to be let in and given a chance to "show their stuff."

Most of us, it's fortunate, ripen with the years, grow in grace, and regard the newcomers not as invaders of a guarded realm but as reinforcements, learners preparing to carry on when we are gone —and are glad to inculcate in them the best traditions of our calling, inspiring them with realization of its nobility so that they will uphold its ideals and be worthy successors to our own more or less successful selves. To reject them, to turn them back, coldly bid them go make their own way, is not only a cruelty to them-it is treason to the trade or calling, profession or art of proofreading; for the quality of the "replacements" is of vital effect upon the fitness of the corps as an entity.

The veteran who tries to teach the newcomers in the ranks will find it is he, even more than they, who is learning. For the sake of their fresh enthusiasm many faults can be forgiven. Their high spirit is contagious, and quickens the pulse of age as the wisdom of long experience in return checks their overimpulsiveness and turns hot zeal into calm, cool productiveness. We of the proofrom must never make the inway harder than it has to be for those who clamor at the door for admittance.

A young man of twenty-eight. out in Nebraska, wrote me several weeks ago a bright, refreshing letter recounting his

experiences in getting started. The letter has lain on my desk, not from lack of appreciation, but simply because other matters crowded in ahead of it. Now comes opportunity to pass it on to the Proofroom audience for what it may be worth; and a guess goes bad if it does not interest others than the special followers of the Proofroom department. It is a "real life" story; all the better because not dramatic, not sensationally different from the experiences of hosts of those whose daily task it is "to make the reading like the writing"-or perhaps a bit better. The story is valuable because of its simple honesty, its honest simplicity. Make it Exhibit A in the argument whether shop experience is or is not properly to be made a sine qua non in selection of proofroom personnel.

The young man says: "I was interested in your article 'Standing at the Proofroom Door,' and from my experience as a proofreader I believe and agree with you that four years in high school is the stepping stone to a good proofreader. Actual experience in the shop is of course necessary, but not as necessary as a high-school education." The proposition is that if both an apprenticeship in the shop and a highschool course cannot be achieved, the omission of shop training can better be overcome than that of a fundamental, general education. The combination is desirable, of course. The question here is only as to which element should be sought and secured first; and the usual contention is that a young person of high-school education can pick up the elements of printing, while engaged in the proofroom, more quickly and surely than the shop graduate can supply omissions in his textbook training. And, let it be borne in mind, we are not speaking of holders of university diplomas, but of high-school graduates.

After his graduation from high school our young friend entered college, but, as he says, "I was forced to discontinue my education on account of a lack of funds"—slang for "quit because I didn't

have the dough." Returning to his home town, he found that there was no opening in any kind of work he cared for. But this young man was fortunate enough to have an uncle who was foreman on a large middle-western newspaper, and he wrote that he could give his nephew work in the proofroom if he wanted to try it. The young man says, "I didn't know what he meant by the word 'proofreader,' but I told him I would accept the position, and away I went."

Reporting for work, he was handed a stylebook and advised to read it. There were two experienced proofreaders in the plant. One of them was about fifty-five years old, and had read Webster's Dictionary through three times, finding two errors. He showed the newcomer the markings, and told him what to do. And, states the letter writer, "I was always in the composing room, learning everything I possibly could."

A little later the young man heard of a vacancy in the proofroom of a much larger newspaper further east. He took the place, at a nice increase in salary. Reporting for work, he says, "On my desk, the first night, was about \$2,000 worth of advertising, and three dozen pages of type to be read for the night's work." A lump came into the young man's throat, he says, for he had never read any ads on his former job. He told the copyholder the fix he was in, and was fortunate enough to receive help instead of being shown up. He finally got through the night's work; "and every night after that I was always at my desk one or two hours before time to begin work, studying and learning all I could about the work to be done."

Now, that young fellow "had stuff." He had some nerve, too. Instead of quitting because obviously short in experience and technique, he slugged away at his task. He wasn't merely bluffing, because he knew the elementary parts of the job. He was not ashamed to ask for help, and he must have shown himself worthy of it, for he got it. Evidently he had assurance, without being "fresh." In a word, he was good "proofroom material." And he sums it all up this way: "If I had not received my actual experience in the shop I would not have been able to hold down this position-and I would not have been able to hold down my first job if I had not had a highschool education back of me."

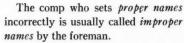
Yes, this experience seems to work both ways. In one instance it was the education that was the life saver, and in the other it was the practical experience in the shop. And to me the point seems to be that no fixed rule can satisfactorily cover all cases. Most high-school graduates want to start a little higher than grammar-school graduates do; and many of them are not merely fit to do so, but are apt to be set back, in morale, if they do not. The high-school graduate fortunate enough to be permitted to work 'round in both shop and proofroom is on his way to success. The likelihood of his becoming a real, honest-to-goodness, competent proofreader is good. Of course, there are some boys, high-school graduates, who, as you can tell at first sight, will never make good printers or proofreaders. There are some who can be developed, and some who just take to

it like a duck takes to water. A good foreman can tell quickly and quite surely which kind he is dealing with.

The young fellow in Nebraska who wrote the letter that furnished a peg for this article must have been a "naturalborn" proofroom worker. And he was fortunate in having an uncle in the business to give him his start. Some readers will say, "That's the whole story." But I doubt if even a well disposed uncle would have kept the young fellow on the job, giving him opportunity to learn, if he had not so quickly and clearly shown himself good material to work on. However, the "big point," in my mind, is this: If having an uncle in the business is such a good thing for young aspirants, what should the business do except to acknowledge the need of more uncles? Every employer, every foreman, ought to try to do a little "uncling."

Hell-Box Harry Says-

By HAROLD M. BONE



Manufacturers of printed novelties often have their work cut out for them.

When the excess overhead account hits the *ceiling*, the printer is apt to be *floored* financially.

Leap-year girls who tackle *lockup* men for a ring not uncommonly find them stone deaf.

In filling in an overlay, whenever a pressman hurries to the *bank* a *run* quite usually follows.

When setting brochures for *invest*ment houses, be sure always to allow plenty of margin.

Naturally the bookmaking *branch* of the printing industry includes a big variety of *leaves*.

Running the wrong *shade* of stock means the *curtain* so far as the question of profit is concerned.

Would you call *paper* used for humor magazines the *laughing stock* of the printing industry?

The way some females daub on rouge, The while they primp and perk, Soon labels them as experts in The field of colorwork.



SPECIMEN REVIEW



By J. L. FRAZIER

Printed work submitted for review in this section must be mailed flat, not rolled or folded, and all packages of specimens should be plainly marked "For Criticism." Replies cannot be made by mail

ZYGMONT J. KOWALSKY, St. Louis.—Both your business card, on which with rules and ornaments you have created the picture of a composing stick, and the bookmark whereon a shelf of books is similarly represented, are clever and interesting examples of this class of work, and they are entirely justified as stunts of real merit and purpose.

THE COTE PRESS, of Springfield, Massachusetts.—Specimens submitted by you are in all respects excellent. "Comfort Is Man's Weakness" is one of the most novel approaches to the selling of printing we have seen in a long time, and the booklet as such is remarkably fine. No man can look at the cover design and pass up what the inside seems to promise.

HARRY L. STRANG, Seattle.—"The Trail of Life and the Joy of Living," executed under your direction as a keepsake for the local Club of Printing House Craftsmen, is a book of which all having a part may feel very proud indeed. The typography, illustrations, binding, and paper, both inside and over the board backs, are all the finest, and molded into complete form with manifest craftsmanship.

HOWARD VAN SCIVER, Jacksonville, Florida.
—"The Oracle," annual of the Andrew Jackson High School, is a real beauty all the way through, and in every respect one of the best we have seen. There is but one point of criticism—the scroll effect around the halftone on page 7, which is not in tune with the other decorative features and tends to detract from the value of the picture, which no frame should ever be allowed to do.

LeVasseur Typographic Service, Buffalo.

—There is a degree of informal distinction about your work which, because it does not even suggest eccentricity, makes it outstanding in any company. Latest specimens that feature the characterful Beton face are particularly interesting, the advertisements for the Spencer Manufacturing Company and particularly the one headed "Accuracy" being noteworthy, especially as to layout and display. A weakness in these is crowding of the text matter.

DE MONTFORT PRESS, Leicester, England.—We quite agree with you that the book "Text of the Episodes, Pageant of Leicester" is a decidedly creditable production, despite the fact that the typography on some pages gives the effect of being a bit diffused. Most charming of its features, in addition to the remarkably interesting and colorful cover, is the presswork on the halftones, which are printed beautifully on dull-coated stock. The book is a souvenir we will surely be pleased to keep.

SHEFFIELD-FISHER COMPANY, of Rochester, New York.—Every specimen you submit is excellent, and in every way, except for the ads in the publication *Bumblebee*. The trouble with the ads is of course that they were not planned, but just set, and presumably by different persons, and the fact that the types selected are not pleasing or harmonious in all cases. The cover of this magazine, however, is perhaps the smartest piece of work in the lot, though the March-April issue of Studio Light is excellent all the way through.

ADVERTISING

Milk Coast

ARTISTIC LULLABYES that smother an advertising message in a gaudy mess of tinsel splendor have had their Roman Holiday.

ART LAYOUT AND TYPE now comes to bat with only one objective...to sock out an advertising home run as beautifully as the Bambino himself knocks 'em over the fence,

HEYWORTH CAMPBELL* consultant for publishers, advertisers and advertising agencies has transferred his headquarters to his own office:

10 EAST 40th STREET, N. Y. C., surre 2005, where he can more conveniently carry on his free lance activities.

In an interview (or memorandum) I will be pleased to review
my activities and suggest the possible application of my work to
your specific problems.

Telephone, Ashland 4-1725

The power of suggestion inherent in just type alone is vividly set forth in this advertisement of a New York City designer. In the featured display there is a thought adaptable to effective use by printers

DEPARTMENT OF PRINTING, Carnegie Institute of Technology, Pittsburgh.—The "Copy Year Book" is both attractive and beautifully printed, though lines of type throughout might well be spaced a bit farther apart. We particularly appreciate the copy of "The Printer's Anthology," containing a large number of poems about printing which it is good to have under one cover. Though the type face used (Benedictine) is one for which we have never been able to develop enthusiasm, the pages are nevertheless pleasing and are certainly legible.

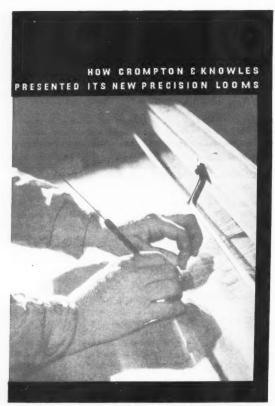
O. L. Mariani, Bronx, New York.—While the handling of the specimen lines was a handicap at the start, due to the gap of space between the few capitals shown and the figures appearing in the same line, the former flush at the left and the latter to the right, the typebook you planned for Oscar Leventhal, Incorporated, is a good one nevertheless. The cover is particularly interesting, and also attractive and impressive. Unsightly gaps between items in a line, and the too close spacing between the lines, mar the appearance of the title page.

SIDNEY G. ELLIOTT, Birmingham, England.

—We are not at all surprised that the removal notice you submit has elicited many favorable comments, because, largely due to the interesting and catchy cartoon in reverse-color effect and cut from linoleum, it is not only impressive but very unusual. We regret the use of the single line in light-face old-style italic. The illustration calls for the bold face, and the sans used for the rest of the copy is just right. With the one line in question also in sans this piece would be altogether consistent. The thought arises, in giving the piece the final look, that the smaller lines of type might well have been a size larger than the one used.

BILL STACK, of Cleveland .- While of course the metallic papers have a charm all their own, and add attractiveness and impressiveness to any item of printing, the typework on your card using that novelty is only passé. There is too much of it, too nearly the same size, and the design, through lack of sufficient contrast, does not have a punch and is besides crowded. The design printed in bright green and gray (of violet hue) is characterful and impressive, and if printed on the metallic paper it would have scored a real knockout, although even as printed on white paper it is wholly commendable. Except for the fact that lines are crowded the letterhead of the Cleveland Club of Printing House Craftsmen is excellent; it is mighty good regardless of this crowding.

KINGSPORT PRESS, Kingsport, Tennessee.-The series of folders devoted to raising funds for Milligan College is, as you suggest, an idea which printers throughout the country might employ in developing additional business, and at the same time these folders are interesting and attractive items of printing achieved by simple and economical methods. We consider the heading in italic, on the center spread of the one entitled "Milligan Calls You," quite too widely letter-spaced, and this, in connection with close spacing between lines and close proximity to the rule band at the top, makes the display hard to comprehend, the words running together so to speak. The title page of the one entitled "Did You Go to College?" is a knockout, or would be if the type used were



Striking folder from the Davis Press, Worcester, Massachusetts. Impressive illustrations from the center spread appear below and at right



stronger, but we are confident you will agree with us when we say that the corner pieces detract materially from the prominence due the type matter of the spread.

BAKER, JONES, HAUSAUER, INCOR-PORATED, Buffalo.—It is but seldom that we have the satisfaction of receiving so many specimens from one contributor so uniformly high grade as those you recently sent. Whether you work with Caslon or Garamond for a conservative, dignified effect, sans serif for one that is flashy and impressive, or something else with some other objective, the result is always the same-you get what you go after. The result is not only appropriate and characterful but consistent, indeed, maximum all-around effectiveness. You do not try to use Caslon in a form of arrangement or a piece where sans is preferable, and vice versa, and your judgment as to the selection of faces and ability to handle each one in the manner most suitable is noteworthy. Indeed, there is nothing at all about the work to condemn, and so much to commend which space does not permit relating so that it would be of benefit to other readers, that the best thing to do is to stop right here.

THE BERKS PRINTING COMPANY, Watertown, Massachusetts.-While the effect of both of the cards you submit is a bit diffused, due to the scattering of many elements, other qualities, and novel and effective arrangement, compensate to a large extent. The card for Frederick J. Walsh would be improved by closer spacing between words of the two main lines; by rules in the band on the left-hand side being closer together; by the omission of the ornament below the second line, and if the irregularly shaped trade-mark device were enclosed in the panel, the latter to give it and particularly the form as a whole better and more consistent contour. The rule arrangement of the other card, suggesting a regulation shipping tag, enforced the scattered arrangement of the type matter referred to, and yet, it being for a tag and label company, makes the stunt valuable and as we have stated compensates for the diffused effect of the whole, which on that account suggests a lack of unity.

Somerville Press, Jersey City The Waters booklet has interesting and attractive features, the placing of the illustration on the cover being one. However, the two lines below are decidedly crowded, particularly in view of the fact that they are for the larger part widely letterspaced. The page would be improved if the two lines "The New Funeral Home" were rearranged into one, starting close to the left-hand margin right below the cup. Form in the page would thereby be improved and the placing would permit of opening up between lines of the squared group of type. Except for the position of the side head for which the text is

indented on page 11, the text pages are attractive and legible. Such a heading should not appear at the bottom of a page with no lines of text below. Your business card is interesting and effective in its layout, but spacing between the words of the name line is far too wide, and the Bernhard Cursive style is entirely out of harmony with the Copperplate Gothic otherwise used.

THE CENTRAL SCHOOL OF ARTS AND CRAFTS, Birmingham, England.—We surely appreciate the interesting and



This band showing five excellent advertisements in miniature was placed at the left-hand edge of the center spread of the Davis Press folder. The wider group (at the left) occupied all the third page, text appearing on the second between the two

attractive book "Letters of the Famous 18th Century Printer John Baskerville of Birmingham," which we shall treasure not only for the valuable information it contains but because it is, aside perhaps from the title page, a demonstration of fine book typography. The mass of capitals on the title page is in a sense frightening. Even with the same type in use great improvement could have been brought about by spacing the lines farther apart. They are too close, in view especially of the fact that most of the lines are widely letter-spaced, and between the words in some of the lines, notably the two larger ones, there is far and away too much space. Unity of lines is here practically lost. Spacing between lines should be greater than between words. Text pages set in the fourteen-point Monotype Baskerville are beautifully spaced as to words and lines, and with perfect margins and as beautifully printed cannot but satisfy the most critical.

LAWRENCE PIKE, Lincoln, Nebraska.—While we do not admire the lettering on the cover of the "Bulletin of the University of Nebraska," that is, in reference to the use of the freakish "N" (in lower-case form but cap height with caps) and "Y," the effect is impressive on the silver paper if not altogether satisfying. We regret, of course, that the typography of the inside pages is not more in harmony with the cover, for in Cheltenham Oldstyle with headings in Cheltenham Bold it is in direct contrast with the extremely "modern" character of the lettering on the front cover. Due also to the size of the heads and the fact that they are altogether in caps, the inside pages are dull and

THE ALPHABET has been called the triumph of the human mind over one of the most difficult tasks to which it could apply itself. The development of writing alone has made possible the progress of the human race.

Picture writing is the parent of the alphabet which originated in Greece as may be seen by the word itself. The names of the two letters which stand at the head of the Greek alphabet are alpha and bets.

It is believed that the letter A grew out of the picture form of the eagle or the reed 1. The second of these is the most usual equivalent of the Semitic letter.

FRANK MCCAFFREY'S

PRINTERS

SOI FOURTH AVENUE M MAIN 1997

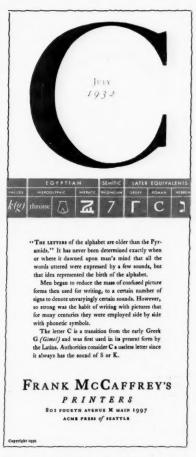
ACME PRESS OF SEATTLE

have been in 1910. The other booklet, on which the title on the cover is printed in black over an allover halftone plate printed in green, is a lot better, and in our opinion no better design for the cover could have been followed. Here again, however, the headings of the text are smaller and weaker than in our opinion they should be. Initials here and there would also help to enliven the effect. While in times past dull typography might "get by," in this day and age unless in the case of people already sold entirely on what is being advertised or described, one cannot expect to "put over" the story except with the briefest of copy made as interesting in appearance as the law allows.



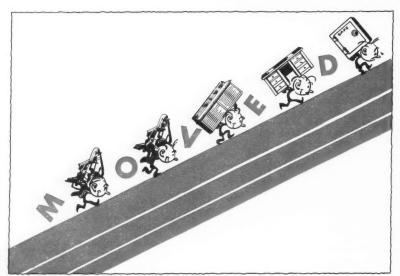
The start of a new series of blotters, being published monthly by the able and progressive Seattle printer, Frank McCaffrey, which are not only striking but interesting and informative. They are copyrighted and are reproduced here by special permission

GIESSLER PRINT SHOP, of Redondo Beach, California.-It's too bad you printed the type matter on the die-cut firecracker piece in gold, although red and gold are conventional fireworks colors. The point is that it is practically impossible to read the message. Other pieces are fair enough though not at all outstanding, the fault being due to a tendency to mix too many styles, so frequently also inharmonious ones, in a single item. You should give serious consideration to the factors that make for harmony, and also to the question of the distribution of white space. The title page of the Waterfalls Bond folder is very poorly whited out, the rule band at the bottom being much too close to the line of type above, between the



two words of which, as well as in the line of italic just above it, there is entirely too much space. It is a good rule to remember that the spacing between the lines, or between lines and other things adjacent, should be greater than that between words, whereas in this instance on the whole the reverse is the case. Things are related by proximity, and a line cannot have unity when the words are closer to other things than to words in the same line.

E. I. Iones, Portland, Oregon.-Typo Tips, publication of the apprentices of Typographical Union No. 58, is commendable as the work of apprentices. We see decided possibilities in the cover design if somewhat changed. Instead of having the word "Typo" across the top of the monument illustration it would be better with "Tips" just below, clear of the illustration and in the upper right-hand corner of the panel, with of course adequate margin at the top and the right-hand side. The date might well be larger, and the rules between which the line "The Portland Type Club" appears farther apart, as the effect here is crowded. Roman caps would, we believe, be preferable to the drawn italic for the name of the publication. Except for the fact that spacing between words is decidedly too wide the title page is interesting and characterful, though there is too little space between lines, particularly in view of the wide word-spacing. As space between words is increased that between lines should be in proportion, and spacing between lines should be greater than between words. That is a good point to remember. Lines of text are too crowded, especially considering that the type is sans, which requires maximum spacing.



Title page of a folder by Falk, San Francisco typographer, printed in brown and bright rose on white

INDIANA UNIVERSITY PRESS, Bloomington .-Several rather simple alterations would make a decided improvement in the appearance of the booklet "Printing-the Art Preservative of the Arts." The border on the cover is very good and gives the page body. However, the mixture of rather unrelated types and the fact that the stronger display is at the bottom are a decided handicap. Balance is adversely affected also by the fact that the upper group is set flush to the left and the bottom one is centered. The effect is worse because of the use of hyphens and periods at the ends of the shorter of the three lines in the upper group. Such action is like grasping at a straw, for, since the hyphens and periods are so small in relation to the letters at the first end of these lines, the lines are not really lengthened at all. If these lines at the top were centered and in larger or bolder type, so the major weight of the page would be at the top, a great improvement would result. Another bad feature is the word "at" in small lower case set off to itself. It should have been set close to the name of the school at the bot-

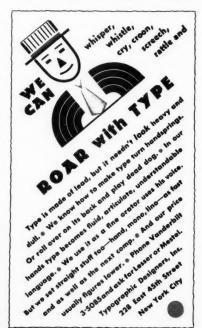
tom, or all the lines should be in one connected group toward the top. As a matter of fact the word could be omitted, as what it means is quite plainly implied. There are no such serious faults on the text pages, the first one as a matter of fact being quite pleasing, although, considering the tone of the stock, the orange used as the second color is quite weak. The subheads in old-style do not harmonize with the text in Century Expanded, a modern letter, and in our opinion do not stand out quite as much as they should. It is a good rule to use all modern or all old-style in one piece of work, particularly when it is a booklet.

THE SMITH TYPESHOP, of Oklahoma City.—While the cover of your new type-specimen book is effective (if unattractive, esthetically speaking), we feel that you will agree with us that the arrangement of the titles with the words so far apart in some instances makes the statement "Turning Type Into a Producer of Sales" not as graphic and as easily grasped as should be the case. One should never allow the idea of a design to cause him to lose sight of

the fact that after all the function of type is to convey ideas, and that the more easily they are grasped the more convincing is the impression. In our opinion the page would be better if the giant "T" made up of rules cleverly handled to suggest highlighting were considered just ornament, and if the title appeared altogether at the right-hand side in one compact mass and one size and style of type. The placing of this contemplated group would be a matter of taste to some extent, but the result would be better almost however it were arranged. Though not stylish or outstanding in any way the inside pages are quite well handled, though frankly we never like to see periods and other points. widely spaced, used to lengthen lines as on the Bodoni specimen, page 19. Similarly, balance is not saved when, as on the title page, ornaments are used to fill out a line. Such ornaments and points, having much less weight than the type in the lines, cannot be said to fill them out, and, as you will appreciate in looking at the page again, there is not an effect of balance. Your fold-over business card is clever and excellent in every respect; the envelope is interesting and attractive, and although we do not at all care for the rules around the too widely letterspaced line "Typographers," and notice that the two lines of the address group are crowded very badly, we like the letterhead quite well.

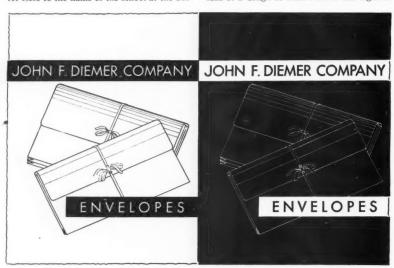
THE UNIVERSITY PRESS, Sewanee, Tennessee.

We like very much the regulation text pages



The theme of this very unusual mailing card from New York City is the old one "type talks." It not only seems to prove that point but also that type may emit the other sounds which are mentioned

of the bulletin of Sewanee Military Academy. The type is good; it is nicely spaced between words, though some of the pages would be improved with more space between lines; and the Old English heads and missal initials give a nice degree of color to the pages, working well also with the old-style body type. Regarding spacing between lines, we of course wonder why some pages are leaded more than others. The announcement page is in general appearance impressive and attractive, though so much



A smart and original idea characterizes the front and back cover pages of a catalog produced by the Bartlett-Aldus Press, New York City. The one is a "color" reverse of the other, a single setup serving for both. The effect is even more impressive on the 8½-by-11-inch original, and as printed in brown

matter set in italic is not pleasant to read. One of the fine features we must not neglect to mention is the wide and well proportioned scheme of margins. The title page is in general form quite satisfactory, but the type sizes are too large practically throughout; the page is not only not in thorough keeping with the text pages, but in consequence is rather too undignified, and it is also crowded. As respects the brown ink in which the page halftones used as inserts are printed, we consider it quite deep enough; in fact these pages make a very good appearance. Now for the cover design: It is not classy enough for use on the suede stock employed, and lacks good design because of the four distinct units, which are rather scattered. Each independently attracts the eye. Another point: the two groups of type are too nearly equal in display, though if one has more it is the group in the corner run for postal considerations. This should be much less prominent. in our opinion, than the lines "Sewanee Military Academy," which, in view of page size particularly, should be considerably larger. The cover lacks pep so far as the color combination is concerned, suggesting the need of a brighter green in the trees around the sketch of the building tower featuring the page.

HAROLD F. IRBY, LaPorte, Indiana.-Specimens submitted by you are of good grade for the most part, the most interesting and attractive typographically being the title page of the program used for the annual convention of the Parent-Teacher Associations, where neat typesetting and good display in connection with a bled border, give an effect that is altogether commendable. The inner pages would be improved if the display lines set in italic capitals were in upper and lower case. In the first place these lines are rather too prominent in relation to the others-more so than their importance justifies-and in the italic capitals seldom if ever look attractive. Another of the better items is the card with the poem "Keep Bright Your Eyes for Work and Play," although the rules are too strong in relation to the type. even though printed in color. The rules might do well enough, however, if the color in which they are printed were considerably weaker. There is too much ornament on the title page of the folder program of the George Washington Bicentennial, and the type matter has scarcely any chance at all, which should never be the case. The inside pages, on the contrary, are chaste and attractive, and therefore as effective as such items may or should be. We do not like the title page of the Passion Service program of April 17. It would be improved a lot just by eliminating the rules forming the inner panel, not only because there is ornament enough in the border but because the form of arrangement seems incongruous. A regulation panel would be much better than the arrangement of the horizontal rules running into the main border and with the vertical rules set in two picas. You can take one of these pages and, by scratching off the extensions of the horizontal rules, make the comparison for yourself to prove that we are right in the matter. Get the idea out of your head that for religious printing you must use Old English, and don't in the future use it for more than one or two important display lines. A lot of it together, in display of different sizes, often leave a sour taste, especially when the style is not one of the best.

GEORGE WASHINGTON JUNIOR HIGH SCHOOL, Long Beach, California.-It has been a long time since we have seen covers on school magazines equaling those on The Junior Patriot



We consider this center spread from the house-organ of the Jaqua Company, Grand Rapids, excellent printer's advertising. On the original's green stock the plate is run in bright violet with type in black



THERE are new days before us: days of change: days when we must part company with much of the past; learn new habits of thought and the past; learn new habits of thought and the past of the past of

This New York City printing concern's interesting blotter should ,it seems, make anyone feel far better



est certain death . . . for three machine nests were just outside the trenches....but a call for ers had been made . . . and ut history that call in every ration has always brought forth men men with courage, indifO If war were declared tomorrow, ten millihealthy and able, decrepid and ailing would rush to the colors! And yet in this economic war of selfannihilation, self-delusion, self-indulgence in procrastination and inertia . . . we submit to whatever is as unchangeable-therefore, acceptable. Econjugation without the least manly show of resist-

O If an ideal were on trial if democracy were tottering, we'd sacrifice fifty million lives, a hundred, if necessary, defend principles our principles! And yet when man's greatest monument to his struggles - SELF-BETTERMENT - is upon trial.... who rushes in patriotically even sentimentally? Volunteers are needed to take the offensive.... to drive out the intemperately cautious....drive him out of our minds!

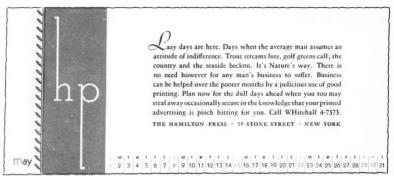
@ Improvement will only come by improving. There is no magic formulae . . . no safe remedy. Action, led by courageous spirits... as in all ages.... will lead us back to Improvement.... Progress... and Prosperity!

This is one of a series one of a series of unselfish advertise meets attempting to give force and effect to a proven economic philosophy... a philosophy which dictates that judicious selection of method, not mere products themselves, will haster

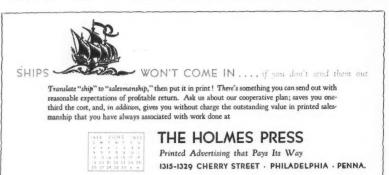
HERBERT C MAY COMPANY

PRINTERS . FAIRFAX 9516

Center spread of folder from Houston demonstrating the possibilities of "illustration" afforded by rules



This blotter, for the layout and typography of which Charles J. Felton is to be credited, is not only impressive in design but it also features a novel calendar arrangement. The original is printed in black and light blue



The whiting-out on this interesting blotter from one of America's premier printers is worth especial attention

which you have submitted. The one on the Tenth Olympiad number is a knockout, though personally we'd prefer blues where the greens are used, even though the change would make it more conservative. With a blue, somewhat lighter than the one employed for the grandstand view, used for both that and the solid panel at the bottom now printed in light green, and the type in black over the light blue panel as the bronze green is now printed over it, we feel confident that the page would be none the less impressive, practically speaking, and more

pleasing. On the other featuring the Washington portrait we feel that the title lines might be just a note stronger, although as the page stands it is thoroughly acceptable. The inside pages, about the same, suffer somewhat from the fact that there is more rulework than desirable, and also because cut-off rules generally are not spaced far enough from the type.

J. LAURENCE BANKS, INCORPORATED, of Wilmington, Delaware.—We admire the excellent photographic cover of the March *Delaware Motorist*, the effect of which is enhanced by

ROSS GEARS

A folder title page that stands out from the crowd, and for which the Indianapolis advertising agency of Sidener, Van Riper & Keeling deserves much praise



P. L. Pickens, Memphis craftsman and typographer, produced this announcement, which would be improved by more space between text and the signature

the good presswork. The contents page is hurt materially through the use of too much ornament, so much being used, in fact, as to suggest a search warrant being necessary to find the type matter. We regret too that the initials used are of mid-Victorian style and not at all harmonious or in keeping otherwise with the Kabel type used for the heads. In the one case there is extreme ornateness, and in the other absolute absence of the quality. Text type, Scotch, is not the best style of body for use with heads set in sans, and there is an effect of crowding in the heads and around the captions throughout. We like the cover of the Equitable Monthly, though the lines giving the names of articles are far too crowded. Margins are very bad, the back margins measuring considerably wider than those at the front, when the reverse should be the case. Margins should progress in width around the page from the back to the top to the front to the bottom, the last being the widest. Best of the larger specimens is the brochure "Interaco Stone Tread," which is exceptionally well handled, and on which you have done fine work in the printing of aluminum ink. The rather complex handling of the lettered title on the front, the three words of which run together quite noticeably, is a fault, and the handling does not contribute at all to the effectiveness of the design as a whole, which is good enough to score despite this weakness. Except for the fact that we do not care for the lettering of your firm name we admire the small specimens very much.

HENRY LEWIS JOHNSON, Boston.—"Circles, Angles, and Rules" is a most interesting portfolio of specimens demonstrating the use of geometrical units in combination which should prove helpful to anyone interested in the use of such ornamental features in their typographical work. You have gathered under one roof, as it were, a most complete array of such decorators, the convenience of which is patent. Suggested layouts incorporating some of them are decidedly interesting and suggestive. There are instances, hardly avoidable, it seems, when one sets out along this line, where geometrics are overdone, the cover being a case in point, but upon the whole far more restraint is indicated than is the rule with typographers in doing work of the kind, and for that reason the portfolio should have a good influence. Geometric ornaments may be and often are decidedly effective, and it is surprising therefore that typographers do not as a rule employ them with more nearly the restraint characteristic of the use of other ornament; but the tendency appears to be to spread them all through and over designs. In our judgment the cover of your portfolio would be no less what you set out to show, more pleasing to the eye, and more impressive in its display aspects if in addition to the band at the left-hand side only a few geometrical ornaments were employed in connection with orderly and contrasty display of the type matter. As handled the page is not only unattractive but complex and disconcerting. One of the paper concerns some years ago issued a mailing piece we have never forgotten. It depicted first a bird alighting in a tree full of bright red cherries. He was said to be disconcerted, not knowing where to go. A second illustration showed the bird in a tree where there was but one bright red cherry, and there was in consequence no indecision. "It is too bad that the use of utilities like geometric ornaments, for instance, which hold decided possibilities, should be considered as valuable only in the creation of the bizarre.

Achievements of Linn Boyd Benton

Vital to Industry's Progress

While the poet of former days sang about great men who, departing, might leave behind them footprints on the sands of time, the great man of the printing industry who quietly departed this life at Plainfield, New Jersey, on July 15, left behind him impressions of his handiwork upon the type matrices of the whole printing industry. Linn Boyd Benton is a name that should and will rank in the annals of the printing industry with the names of other great men whose devotion to their work and consequent achievements placed our industry in the dominant position it holds today.

Intimate friends of Mr. Benton say that while his inventions have been of inestimable value to the development of modern type manufacturing, yet his extreme modesty was responsible for his being so little known among those men whose pleasure and livelihood are dependent upon the graphic arts. These friends, in appraising his value to the industry, say that what Edison was to the general use of electricity, and what Bell was to the development of telephonic communication, Benton was to the modern use of type in the graphicants industries

Without use of the inventions of Benton, the typesetting machines of Mergenthaler and Lanston probably would have been abandoned as impracticable, like so many proposed machines the discarded wreckage of which marks the path of mechanical progress all through the history of the industry.

The story of the life and work of Linn Boyd Benton was told in an article by Henry Lewis Bullen which appeared in The Inland Printer for October, 1922. In that story Mr. Bullen described the dilemma of the stockholders of the Mergenthaler Linotype Company, who had invested several million dollars in the machine and then discovered that the replacement of the broken punches made the use of the machines of questionable value. Mergenthaler had relied upon hand punch-cutters, not realizing

that there were not enough of these in the whole world to make punches for one-tenth of the matrices required for the linotype. Because punch-cutting was an art which few men could master, and the cleverest mechanic was not able to cut two letters precisely alike, almost every line of type which was cast on the first linotype machines used in composing rooms would contain the equivalent of wrong-font letters.

About the time when Philip T. Dodge and Whitelaw Reid, chief backers of the

LINN BOYD BENTON

May 13, 1844-July 15, 1932

In recognition of the benefits showered upon the industry through the genius of this great figure, some
of whose achievements are here recorded, the seat of
honor, as it were, in this issue is given over to his most
recent portrait. Turn to the frontispiece (page 24),
study the kindly, intelligent features, recognize that
he worked to benefit you—even after years of practical blindness—until past eighty-eight, and remember him as one of the truly great in the industry's
march of progress.—The Editor.

Mergenthaler linotype, realized its inadequacy to meet the needs for practical typesetting, R. V. Waldo, associate
of Mr. Benton in the conduct of the
typefounding firm of Benton, Waldo &
Company, of Milwaukee, called at the
office of the New York *Tribune* to offer
a supply of the so-called "self-spacing"
types developed and patented by Mr.
Benton. Mr. Waldo, in his sales talk, referred to the fact that better stereotype
matrices could be made with the use of
these types because punches were uniformly cut with a machine of Mr. Benton's personal invention.

Mr. Waldo sold no type, and he returned to Milwaukee thinking that his visit to the East had been profitless. But soon afterward Mr. Dodge appeared in Milwaukee, and, after some preliminary experimental work, which he paid for, he made a contract with Mr. Benton by which Benton's machines were sold by

the Mergenthaler company. In a subsequent report to the directors of the company the statement was made that "by the acquisition of the Benton punch-cutting machine we have been enabled to overcome a seemingly insurmountable obstacle to our success."

Commenting upon this use of Benton's invention, Mr. Bullen remarked: "Nothing is surer than that without the Benton machine, or a similar invention, apparently not in any other man's mind, the Mergenthaler Linotype Company could not have recovered the cost of its long series of experiments before its patents had expired—if at all. The same is true of the Lanston monotype machine, which also had to depend upon Benton's wonderful invention to make it practicable. Benton had accomplished greater things than he had ever imagined."

Now that we have referred to the importance to the industry of one of the twenty patents obtained by Mr. Benton, eighteen of which relate to the art of typemaking, it might be interesting to readers to understand how he became associated with the typefounding business in which he was destined to achieve such remarkable success.

Linn Boyd Benton was born in Little Falls, New York, May 13, 1844. His father, a lawyer by profession, became editor of a newspaper in practice, and moved to Milwaukee in 1853, where he became the editor and part owner of the then Milwaukee Daily News. A former partner of the elder Mr. Benton, a J. A. Noonan, also moved from the East to Milwaukee, where he became a partner in a paper mill and established what became known as the Northwestern Type Foundry. Young Benton became familiar with typesetting by reason of his association with the printers in his father's newspaper office, and later learned the trade in a newspaper office at La Crosse, Wisconsin, in which city his father had been made a judge of the circuit court. However, young Benton decided to become a bookkeeper for a leather house.

He later went to the Northwestern Type Foundry, of Milwaukee, as bookkeeper. When in 1873 this firm failed, Benton, with a partner named Cramer, bought the plant. A year later Cramer sold his half-interest, and the name was changed to Benton, Gove & Company. Gove died in 1882 and his interest was bought by Benton, who later sold onethird interest to R. V. Waldo, and the firm name became and remained Benton, Waldo & Company until 1892, when the business was one of twentythree typefoundries which comprised the newly formed American Type Founders Company, now so widely known.

It was only after Mr. Benton became part owner of the typefoundry that he began the process of learning the business. As a bookkeeper he had trained himself to exactness in all his habits of thinking and working. As a typefounder he thought in terms of measurements down to .0001 inch. He applied his mania for accuracy to his business of typefounding, with the result that unit-width type faces were cut by him.

These types became famous among compositors of that time, who applied the term "self-spacing" to the Benton types. Tests indicated that compositors could save 20 per cent of their time with the new Benton product. Benton was granted a basic patent for making these unit-width types. All this development was achieved incidentally by Benton because of his dominant plan of inventing a typesetting machine.

In order to make progress in developing the typesetting machine, punches must be engraved for each of about three thousand characters to be used. Here was the big problem for Benton to solve. Punch-cutters-artists who could carve letters in steel, and had the right sense of proportion for the letters-were few and unavailable. The cost of making the punches, if the punch-cutters had been available, would have been prohibitive. Benton decided to solve his problem by developing a machine to do work which human hands had always done before. So in 1884 he put his first punch-cutting machine into successful operation. His second machine was easier to manipulate, and his third machine, patented in 1885, was the model which revolutionized the typefounding business.

The use of the machine in his own business resulted in his being able to meet the increased demand for the Benton "self-spacing" types, which reduced composition costs in newspaper offices. Just as success was increasing, the deal was made with the Mergenthaler Linotype Company for the use of the machines in the process of making matrices for the new typesetting machine.

Until the formation of the American Type Founders Company, in 1892, the Benton engraving machine had not been used in any but the Benton, Waldo & Company foundry. This foundry was removed by the new company from Milwaukee to New York City, and Mr. Benton went along with it to serve the new firm as a member of the board of directors and as chief technical advisor. The value of his connection with the new organization, and of his inventions, was noted in an editorial concerning the formation of the new company which appeared in The Inland Printer soon after the completion of the new organization. In part the editorial said: "The new company has control of elaborate modern casting machines which make type in large quantities much cheaper than it can be turned out by machinery now used, and they claim that the product of their machines is superior to the ordinary type. They also own the system of punch-cutting by machinery, invented and patented by L. B. Benton of Milwaukee, which not only can furnish better punches but which largely reduces the cost of this most expensive element in the production of new faces."

In 1903 Mr. Benton became the manager of the general manufacturing department of the consolidated plant of the American Type Founders Company, at Jersey City, New Jersey. In this new position he applied his inventive genius to the task of improving most of the machinery and processes then used in type designing and manufacture. He also improved his own machine by which the punch, and the process of driving the punch to form the matrix, were eliminated. This was accomplished by engraving the matrices upon the Benton machine in intaglio.

Mr. Benton had been in active relationship with the American Type Founders Company until June 30 of this year, at which time he retired. His death two weeks thereafter, on July 15, was sudden, only twenty minutes elapsing from the time of his being taken ill until he

passed away. His achievements mark him as having been one of the great men of the printing industry.

In a recent autobiographical statement Mr. Benton said: "In 1890 I and my son, Morris, went to Washington to assist Lanston, then inventing the monotype machine, who had bought several of my machines, and to instruct his organization in the use of them. Since that date the monotype matrices have been made, both in this country and in England, on my machines or copies of them. Though a typefounder, I am fully appreciative of the great importance of the composing machines to the printing industry. It is a great satisfaction to me to have aided in their efficiency."

How Business Men Pay for Printing Obsolescence

By C. M. LITTELJOHN

To correct the public's notion that it can ever secure something for nothing—a fallacy tenaciously clung to despite all better judgment—is to perform a public service. Scouting this idea in the heads of any business executives who may possess it, the Western Printing Company, Seattle, has issued a broadside dwelling upon "Printing Obsolescence" the text matter of which reads as follows:

Many people believe that when they take orders to a printer downstairs under a bird store they're going to save money.

If they only knew the truth, they are not only paying a high price figured in results per dollar, but also are often paying an excessive actual price. Printing costs are all figured on the basis of TIME. Printers with out-of-date machinery, slow methods, and imperfect organization cannot hope—except by cutting the quality—to compete with prices in a highly efficient, modern high-speed shop.

You pay no obsolescence costs at the Western Printing Company. Up-to-date, modern machinery, the highly trained printing specialists, and perfect organization "high-ball" your order through the plant in the least possible time (consistent with good quality), and consequently at the lowest possible cost.

Let us prove it to you on your next order, whether it is large or small.

Thus a matter which apparently still persists in being mixed with obscure reasoning is made plain, and the direct advantages of modern printing machinery and modern methods are strikingly revealed. Failure properly to advise business executives of the possession of the finest mechanical devices for modern typography may mean neglect of opportunity, and business gained by default for obsolete printing machinery.

THE PRESSROOM



By EUGENE ST. JOHN

Practical questions in regard to pressroom problems are welcomed for this department. Inquiries will be answered promptly by mail when a stamped self-addressed envelope is enclosed with the inquiry

Trichlorethylene Is a Safe and Effective Solvent for Ink

We have a few hundred felt caps printed, and want to get an ink remover that will take away just the ink, so that we can reprint the caps. Is such a solvent to be had?

If it is possible to remove this ink without damage to the fabric, trichlorethylene, a non-inflammable, non-combustible, and non-explosive solvent, and superior to carbon tetrachloride, should do it with brisk rubbing. In case you fail, send the caps to a dry-cleaning concern, which will have a special soap to use with the solvent mentioned above.

Ribbon-printing Device Which Imitates Typewriter Effect

Will you furnish us with the address of a manufacturer of an inexpensive ribbon-printing device for printing imitation typewritten letters on a platen press?

The only device of the sort we know of has been off the market for about ten years. We are printing this in the hope that a similar device may now be located. We are sending you details of a method of imitating typewriting with china silk of the same mesh as the typewriter ribbon stretched either over the form or from one gripper to the other. Still another method is to sew the ribbon around the bottom form roller.

Pressman Failed to Remove Ink Which Had Seriously Piled

The primrose copy marked "A" was printed by one of our printers in this city on a cylinder press, and you will notice that this plate is the only one that did not print properly. After the printer had finished the run we brought the plate back to our engraving plant, put it on a platen press, and printed the copy marked "B." No pains were taken to make the plate ready on the platen press, yet you will see that our reproduction is better. What caused the printer to secure such a poor reproduction?

You used a high-grade halftone ink on a proof-paper grade of coated stock; he used a low-grade ink not at all suited to his medium-grade dull-coated book. Evidence of filling and piling shows on all the plates in his print. The one under discussion shows the ink is badly piled. Evidently the pressman had neglected to wash this plate during the run.

Ready-mixed Metallic Ink Must Be Used When It Is Fresh

Please advise whether a good ready-mixed gold ink is to be obtained. We understand that some makers have been successful after considerable experimental work along this line.

Good ready-mixed metallic inks may be obtained, but you should submit a sample of the paper and give the name of the press. These inks are to be used fresh, as they do not keep well. The portion remaining unused in the can will keep longer if well sealed with several layers of gummed tape around the bottom of the lid when on the can.

Tricolor Process Printing as Done on a Cardboard Cap

Will you briefly explain how the picture on the enclosed cap was made and printed?

The line "Patent pending" has reference, doubtless, to the method of producing the cap, although this may be printed as it is in four colors and died out to shape, all in one operation, on presses built for such work. The picture was produced from three-color process plates (electros) while the background was a fourth impression in light blue.

How Metal Decorating Is Done With Letterpress Equipment

Will you give us any information you may have concerning the printing of tin from rubber type on platen and cylinder presses?

Tin decorating is most satisfactorily and economically handled by the offset process. However, a considerable volume of work is done on sheet metal on printing presses from rubber forms. You may obtain the rubber forms from engraving concerns having a special department for rubber plates.

Right Makeready for Twin-Tone Inks on Dull-coated Stock

We are sending you a book recently completed in our pressroom. You will note that the book is not up to standard, and we ask that you impartially analyze our trouble.

Printing books containing numerous large halftones on dull-coated paper with twin-tone inks requires a very careful makeready. Screens of 120 lines are best, and full color must be carried. The free spread of the halo around the dots is partly caused by too rapid drying of the ink. The ink dried too rapidly on some forms. Experienced pressmen retard the drying of the ink by adding petrolatum when this appears necessary. While the makeready on your well planned book would answer for regular halftone ink, it is not sufficiently thorough for the exacting work under discussion. Ink supply for the different forms varied considerably. As a result of these errors of omission and commission the twin-tone effect is lacking on some pictures and is at its best on just a few. With more experience your pressman will succeed with such work, as signs of skill are indicated.

Use Light Blast, Suction, and Tension for a Flimsy Bond

Thank you for your reply. We have already used this method. Our main trouble is that the sheets buckle up when going down the feedboard, and they will not register when the side guide pushes them. The paper is so flimsy it doubles up in the handling.

Use light blast, suction, and tension. Be sure that a dull cutter knife has not crimped the edges to interfere with separation by the blast. Very slight suction will lift and carry the sheet. Use the lightest set of tension balls, and at the back margin of the sheet. The detector strippers may be bent down if necessary, and if the sheets buckle on the caliper it may be opened. The delivery wings may also be used to control the travel of the sheet on this cylinder job press.

Small Mill Enables the Printer to Mix Colors at His Plant

Is a small ink mill made suitable, and priced reasonably, for use in a plant of medium size to avoid the necessity of having colors mixed in an outside plant?

You will find the ink mixer made by (name furnished to other readers on request) entirely suited to your requirements. You will not need a mill unless you purpose making inks, which is not economically done on a small scale.

Regrinding Is Needed to Obtain a Homogeneous Film of Ink

The enclosed print in cerulean blue shows a streaked effect in the solids. Doping the ink had little effect, although certain inks cause but little trouble. An examination of the rollers shows streaks of ink in rings that make the roller look like a phonograph record.

Under a glass you may see that the ink film of the print is not homogeneous, but contains specks of deeper blue scattered in the paler blue film. In this condition a regrind is the best corrective. When you return this ink to the inkmaker send a print on this fabric, and give name of the press used.

White Background With Bled Edge on a Buff Post Card

We are experimenting with a white-back-ground bleeding edge on a Government post card. The enclosed sample will give you some idea of what we are striving for. This sample was submitted to us by a specialty printing company. It is a paint process, and, while it achieves the general effect, we are not entirely satisfied. Knowing your reputation for solving ink problems it occurred to us that you might be able and inclined to aid us. Let us know the charge for this service, if any.

We are certainly inclined to help, and there is no charge. Unfortunately you forgot to enclose the sample. However, it is probably produced by one of the following methods; if not, write again. Try two or three impressions of finest cover white, running about a thousand impressions an hour, allowing one print to set but not get bone dry before surprinting. You are of course aware that these cards can be purchased in gangs. This renders the bled edge not so difficult. A different effect may be obtained with rubber plates and water-color inks. Still another effect is obtained with the steel-die press. In painting you can have recourse to the silk-screen process, the other process used by manufacturing stationers as seen on high-grade mourning stationery, and the regular painting process used by paint and varnish manufacturers in your town to paint large

sheets, which are afterward cut up into little chips to be attached to folders on the color-card machine. By some one of these methods you will probably get the white background desired.

Regarding the Novelty Known as Invisible Printing Ink

How may we produce the novelty of invisible printing? The sample will serve to show what we are trying to duplicate [an impression-transparent white which heat turns blue]. We were informed that a solution of cobalt chlorid would print without being visible until heated, but our experiments have been unsuccessful. We also tried a mixture of lemon juice and milk but without success.

It is rumored that invisible printing ink is patented, and also that it may be obtained from the American Printing Ink Co., Chicago. Advise that you check on this before proceeding. If it is not patented you had better entrust the inkmaking to an inkmaker, as the ingredients which are used must be carefully selected and the proper quantity of each used. Inkmaking cannot be economically done on a small scale by printers. Barium sulphate and barium nitrate constitute a transparent tint base which is colored by heat, and the coloring is increased and the color varied by using various nitrates such as the nitrates of potassium, sulphur, antimony, phosphorus, and many other substances.

This Reader Dampens Backs of Checkbooks Before Cutting

A reader friend, discussing further the cutting apart of checkbooks, recommends dampening the gummed Holland binders' tape with a sponge a minute before cutting in order to avoid cracking and splitting experienced by a reader.

A COPY SUGGESTION

It's a Good Trick if You Can Do It!

Kepping one's business without doing any advertising would seem like a slice of blue heaven to the manufacturer. It would be a good trick if it could be done—but when was it ever possible? Certainly not now, when all your business rivals are hot on the trail of every prospect.

Booklets; catalogs; folders; broadsides; any or all of these are a big help toward keeping present accounts and bringing in new ones.

Convincing copy in a publication advertisement by The Charles Francis Press, of New York City

Roller Trucks Reported as Not Now Available From Dealers

The adjustable roller trucks inquired about in the June Pressroom department are not obtainable by the dealers at present, they inform us. They recommend Morgan expansion roller trucks or Two-Heights reversible trucks, for sale by all equipment dealers.

Uranium in White Ink Glows on a Black or a Dark Ground

Regarding a phosphorescent glow in printing ink, a reader writes that uranium salts in cover white ink yield such a glow on a black or other dark ground, and that the source of this information will be furnished on request.

Die-cutting Paper With Fire Is Perhaps a Patented Process

We read the article on page 77 of The In-LAND PRINTER for June, concerning die-cutting with fire. We were somewhat skeptical about the chemicals suggested for use, namely, barium sulphate and barium nitrate, and gave it a trial. Much to our disappointment it didn't work. If you can give us further information it will be greatly appreciated.

When this novelty appeared it bore the customary "Patent applied for" notice, so we can only discuss the subject and advise you to get the facts about the patent. Barium sulphate (blanc fixe) is a regular tint base which burns easily, but other substances are utilized in making an ink which freely burns after it is printed. Like other inks this specialty is best entrusted to an inkmaker. Some of the substances that have been used with barium sulphate in this type of ink are sulphur, paraffin, various nitrates (nitrate of potassium, for example), lycopodium, phosphorus, etc. As some of these substances increase the fire hazard and injure the composition rollers and the metal parts of the inking apparatus, these inflammable inks have never gained any amount of popularity with printers in the past.

Information Regarding Process of Strip-Carbon Printing

How is strip carbonizing placed on a ledger sheet? Will appreciate your advice.

There are concerns that specialize in carbonizing. You may get a suitable carbonizing ink and print the strips. If there is other printing to go on the ledger sheets, this printing and the ruling should be completed before the carbonizing printing is done.

Estimating Information the Printer or Estimator Can Use Profitably

By JACK TARRANT

UTTING is one item we often notice is omitted from estimates. But it should not be left off. Cutting is the one operation most likely to be overlooked, probably because the man whose work it is to cut the stock in the medium and smaller plants may be a pressman or a feeder, or do any one of a number of things besides cut stock.

Supposing the hour cost of a cutting machine were \$2.50 an hour and the work to be cut would take 6 minutes, or just a unit, to do the work. That would amount to \$0.25-a very small item, we grant, but an item which ought to be charged for just the same. Simple jobs of cutting are as a rule easy to estimate. It is the work that is difficult to cut that costs a lot of money for the printer. But, regardless of the work to be cut, a charge should be made in every instance.

In case you do not have any records to use as a guide, some figures are shown here that may help you.

1 ream or less.....\$0.30

Single Sizes of Bond, Linen, Ledger, and Writing Papers

For One or Two Cuts

2 to 5 reams, inclusive, per ream or frac-	
	25
6 to 25 reams, inclusive, per ream or frac-	
	0.9
26 reams or over, per ream or fraction of	
a ream	5
More than two cuts and larger than 4 by	
6 or 24 square inches, a ream additional .1	0
Cutting 4 by 6 or smaller than 24 square	
inches, or down to 2 by 3 or 6 square	
inches, a ream or fraction of a ream,	_
per ream additional	5
For banding or sealing in packages of less	
than 500 an extra charge will be made.	
Double these prices given above for cut- ting double sizes.	
Single Sizes of Single-thick Covers	
For One or Two Cuts	
Per ream or fraction of a ream\$0.5	0
More than two cuts, or larger than 4 by 6	
or 24 square inches, per ream additional .2.	5
Cutting 4 by 6, or smaller than 24 square	
inches, proportionately higher.	
Double the prices given above for cutting double sizes.	

This is the eighth of a series of articles on reliable estimating. Figures are taken from production records of thousands of orders. Be sure to follow this series!

Single Sizes of Bristol, Double-thick

Cover and Light-weight Cardboard	
For One or Two Cuts	
Per 100 sheets or fraction of 100 sheets up	
to 1,000 sheets\$6	0.35
For cutting 1,000 sheets and over, per 100	
sheets	.30
For cutting 100 sheets and up to 1,000 sheets, more than two cuts, and larger than 4 by 6, or 24 square inches, per	
100 sheets additional	.20
For cutting 1,000 sheets and over, more	
than two cuts and larger than 4 by 6, or 24 square inches, per 100 sheets addi-	
tional	.15
Double the prices given above for cutting double sizes.	

Heavy Cardboard: 6-Ply Blanks, Mounting Board, Railroad, Tough Check, Show Card Etc and Heavier

A COPY SUGGESTION

The Mailed Fist

I costs dimes to dollars to deliver a selling talk in person. It costs just a few cents if a printed piece is used.

The salesman may be persuasiveeven forceful. But we know some planners of direct-mail advertising (and we have a couple in our own organization), who can put more fire into a booklet or a folder than most individuals can into a personal selling talk.

When you want to use the mailed fist, let us know.

Effective copy in a publication advertisement used by The Charles Francis Press, of New York City

than 4 by 6, or 24 square inches, per 100 sheets additional
Book and Print, all Weights, and Manila Lighter Than 24 by 36, 80-Pound Basis
Cutting all sizes up to and including 32 by 44 book paper and 30 by 40 manila and kraft:
For One or Two Cuts
1 ream or less
tion
10 reams or over, per ream or fraction35
More than two cuts, and not smaller than 6 by 9, or 54 square inches, per ream
additional
Cutting sizes larger than 32 by 44 book paper and 30 by 40 manila and kraft:
For One or Two Cuts
1 ream or less\$0.70 2 to 9 reams, inclusive, per ream or frac-
tion
10 reams or over, per ream or fraction50 More than two cuts, and not smaller than 6 by 9, or 54 square inches, per ream
additional
For trimming or squaring only, for one
or two sides, per ream or fraction50 For trimming and squaring only, for three or four sides, per ream or frac-
tion of a ream
Strawboard and Pulpboard, Nos. 35
and Thinner
For One or Two Cuts
Per bundle or fraction of a bundle\$0.50 For three or four cuts, per bundle addi-
tional
More than four cuts, \$0.10 per cut additional.
Cutting ten bundles or more:

Per bundle or fraction of a bundle.....\$0.35

For three or four cuts, per bundle addi-

For One or Two Cuts

tional

For anything over four cuts, not less than \$0.50 a bundle and as much more as smallness of size demands.

Blotting and Document Manila and All Manila, Including 24 by 36, 80-Pound Basis, and Heavier

For One or Two Cuts
100 sheets or less\$0.35
Per ream or fraction of a ream over 100
sheets
More than two cuts and larger than 4 by
6, per 100 sheets or less
More than two cuts and larger than 4 by
6, per ream or fraction of a ream, over
100 sheets 1.00
Cutting 4 by 6, and not smaller than a
117 card: Per 1,000
1,000 to 9,000
10,000 to 24,000
25,000 to 49,000
50,000 and over
Unsealed, 4 by 6, and not smaller than a
117 card:
50,000 to 249,000
250,000 and over

Charging for Standing Type

Charging for standing type is another item that is overloaded in a good many plants, and is always a subject for dispute between the printer and his customer. It is very easy for the customer to say, "Hold this form, as later I may want some additional copies." The result is that when the order is printed the type is unlocked, tied up, and stored away on agalley. Later on perhaps some characters are pulled from this form, and, as is very often the case, the form collects a lot of dust and is eventually picked to pieces. The customer no doubt has long since made up his mind that he would not need any additional copies, but has not taken the time to notify the printer.

There are actually some direct costs entering into standing type. Therefore we are showing some figures which may be of some help to you in arriving at a charge to put on this item.

We feel that it would be more satisfactory to the printer and also to his customers if, at the time a customer orders the type held, the printer were to inform him that this charge would amount to a certain sum and include it with the bill that he renders for that particular piece of printing.

Cost of Storage on Standing Type

The value of standing type is in the cost of metal tied up and the storage, and, as this figure varies considerably when figured down to the square inch, the cost for the three different kinds of metal will be given.

The figures shown in the table below include labor; overhead; interest on metal; rent; interest on equipment, and depreciation.

As foundry type weighs more per square inch than either linotype or monotype, it is necessary to get the cost of each worked down to the square-inch and pound bases.

Therefore the storage cost on the different kinds of metal would be as follows:

	PER YEAR			
	Per Sq. In.	Per Pound		
Foundry type	2.6 cents	10 cents		
Linotype	1 cent	4 cents		
Monotype	1 cent	6 cents		

Can You Estimate This Accurately?

The estimate for this month is a four-page letter-size folder, $8\frac{1}{2}$ by 11 inches in size, or 11 by 17 when open. This folder is all printed in black ink. The first and fourth pages have 30 lines of type each. The center spread has a large halftone, measuring $5\frac{3}{4}$ inches wide by $8\frac{3}{4}$ inches deep, on the righthand side of the spread, and there are 46 lines of type. This is to be folded to fit a

No. 10 envelope. The work is all hand set. The order specifies 10,000. Follow the specifications as stated below, and use hour rates shown on this page for the different operations.

In the interest of the widest variety of work being covered and the maximum benefit derived through this department readers are invited to submit problems which they consider of unusual interest.

MAJTES MAJTES MEMOTES MAJES	,	Printing Estimat Full Information Saves T		1
Salesman			Date	AUGUST
Name of Customer	INLAND PR	INTER	Buy	er
Address	205 W. WA	CKER DRIVE	Tel.	No.
Quantity and Description	10M - 4 p	p. CIRCULARS		
Sizes	8-1/2 × 11	xx	x	ENVELOPE X
Color of Ink	BLACK	TIP	COVER	END SHEET ENVELOPE
Paper Stock	Inside 70 LB. Cover End Sheet (Single of Envelope	ENAMEL & 136 POUN	Tip	
Composition		× 10 Handset		AD 46 LINES
Electrotypes	Furnished We Make	-PB.		Mounted
Binding		Jolds and How Folded Wire Stitch Sadde Silk Sew Die Cut Seal	Clos Tip No Pad	imber
Art Work and Engraving	Furnished We Make	Line Cuts Close Register	Sq. H. T	Vignetted
How Packed				
Ship				
When Wanted				
Remarks				

Costs to Be Used When You Figure Your Estimate

Hand composition \$3.75	Cylinder presses, 34 and 41 inches\$4.55
Slug-machine composition 3.70	Cylinder presses, 46 and 50 inches 4.97
Monotype keyboard 2.41	Cylinder presses, 53 and 56 inches 5.10
Caster 2.65	Cylinder presses, 62 and 65 inches 5.10
Platen press (M.F.), 10 by 15 2.07	Cylinder presses, 68 and 74 inches 5.10
Platen press (M.F.), 12 by 18 2.37	Two-color press 6.50
Small automatic, 12 by 19 2.76	Cutting machines 2.61
Small automatic, 17 by 22 2.76	Bindery C (small machines) 1.82
Small automatic, 20 by 26 3.90	Bindery D (girls' handwork) 1.13

June Problem's Solution; Comments on Replies

THE PROBLEM presented in the June issue was not a very difficult one, although it was easy to make a mistake on the paper stock. Wherever there is a work-and-turn form there is always the danger of figuring double the amount of paper stock, and that is what happened on some of the replies received for this problem. Following are the detailed estimate and comment.

Paper	
1,300 sheets 17 by 22, 20-pound, white	,
52 pounds at \$0.22	\$11.44
1,300 sheets 17 by 22, 16-pound, pink,	
42 pounds at \$0.23½	9.87
10 per cent for handling	2.13
Composition	
Hand composition: 5.2 hours, at \$3.75	19.50
Lockup	
Class 3, front and back: .8 hour, at	
\$3.75	3.00
Makeready	
1 form, 11 by 17: .7 hour, at \$2.76	1.93
Running	
10,000 impressions: 4.2 hours, at \$2.76	11.60
1 change: .3 hour, at \$2.76	.82
Ink	
.6 pound, at \$1.00	.60
Hand Bindery	
Interleaving: 2.9 hours, at \$1.13	3.28
Cutting: 6 reams, at \$0.30	1.80
TOTAL COST	65.97

EUGENE J. VACCO, Jersey City.—You did a very good piece of work in estimating the composition, as you will notice by the cost figures shown above. You did not, however, include any time for changing from the original to the duplicate, and if you will check your figures with the ones shown above you will see that you have figured just double the amount of paper stock. Your interleaving time is too high because this work could be interleaved two up, and I do not find an item on your estimate for cutting. This should be included.

ALFRED F. ASTEN, Charlotte, North Carolina.—The time you allow for composition is too low, and I notice that you have charged the press change at the hand composition hour cost of \$3.75 an hour. This should be charged under press running at \$2.76 an hour, because after this work gets on the press it's the press time we are interested in and not the man time, so changes of this sort are always charged on the basis of the time the press is standing waiting for this change. The notation that you make on the bottom of your estimate in regard to interleaving is correct, and this work should be interleaved two up—otherwise your estimate is very well done.

Henry G. Wenk, South Bend, Indiana.—Your estimate is very well done, with one exception—your composition is too low. Of course we realize that it is rather difficult to figure composition closely from specifications, and no doubt if you had had a layout in front of you your figure for composition would have been much closer than it is. However, taking everything into consideration it is very well done in all essential points.



A Historical Review of the Craftsmanship Movement

By GEORGE A. FABER

Past President of the International Association of Printing House Craftsmen

Our deceased friend, Melvin O. Menaige, the creator of the Craftsmanship idea, let his inspiration sprout forth by calling a meeting of foremen and superintendents at the Broadway Central Hotel in New York City on September 2, 1909. At this meeting the thought of a Craftsmen club was heartily endorsed, an organization quickly perfected, and the name "New York Club of Printing House Craftsmen" was adopted. This was the beginning of the big Craftsman movement in this country, and the New York club has the distinction of being the Mother Club of our association.

During the ten following years seven additional clubs of Craftsmen were organized, in Chicago, Boston, Baltimore, Cincinnati, Philadelphia, the Connecticut Valley, and Washington. These clubs were widely separated and lacked the facilities for getting together which we can enjoy today. Nevertheless, the "get together" spirit permeated each of the clubs, and it was soon a common idea among them that some day an association would be formed which would bind the local clubs together.

It was only natural that the leaders of these clubs assembled at a convention at the New Bingham Hotel at Philadelphia on September 13 and 14, 1919, just ten years after the initial club was organized, and organized the International Association of Printing House Craftsmen. I am of the opinion that willingness to share our knowledge with one another was the guiding motive of the Craftsmen, in forming what is now our international association.

The association's official emblem is an exact reproduction of the first printer's mark ever used in a printed book. Fust and Schoeffer printed it in a psalter in 1457—the first book with a printed date. This emblem, as used by Fust and Schoeffer, is always pendant. It is the official design accepted by the international association, with the additional heavy and light line as a border.

The emblem portrays the combined coats of arms of Johann Fust and Peter Schoeffer. Among Gutenberg's workmen in 1455 was a young man named Peter Schoeffer, who had copied books at the University of Paris. When Fust foreclosed his mortgage on the Gutenberg printing plant Schoeffer assumed charge. Later he married Fust's daughter and became a partner in the business. Therefore, the individual coats of arms are combined in our emblem.

The device on the right-hand shield is that of Schoeffer and that on the left side is Fust's. It is assumed that the Greek letters had a secret meaning known to some people of that period. The stars, we believe, denote seniority and the two shields hung on a branch, probably denote alliance, alluding to the intermarriage of the Fust and Schoeffer families.

It was thought by some of the early members of the International Association of Printing House Craftsmen that our organization should have a slogan. If my memory serves me correctly, a slogan contest was held among the clubs of the international association. After all of the slogans had been submitted, none of which proved acceptable as sent in, the words of several slogans were taken, and "Share Your Knowledge" was chosen as our slogan.

No organization has a slogan which means more than the one adopted by our international association. This is more than a slogan; it is a real inspiration, leading to modern education and industrial progress. It is a tangible motto for everyday use, and if practiced will benefit not only the printing craft but the entire world in general.

Effective General Lighting Needed by Every Modern Printing Plant

By W. N. P. REED

Conception of light as a tool for industry, rather than as a natural phenomenon, is essential to its efficient and scientific application. A solution of the problem of critically efficient purposes of light—or even a partial solving of it—will also operate to solve, in some degree at least, many hidden losses in the present uses of time and motion.

A widely accepted belief among executives whose knowledge of the matter is superficially theoretical is that natural daylight, reflected daylight, or cloudlight is the best source of illumination possible for all work. But the assumption is unscientific. Light, to be an efficient tool, must be adequate in volume, be localized, and without variations. It must be "steady." Daylight varies with every passing moment, and it is inadequate, therefore, as illumination for any work requiring sustained visual acuity

With fall approaching, this lighting article is timely as well as authoritative. Next month Mr. Reed discusses special-purpose lighting. Better read both the articles!

and critical eye-service. Do not depend on it therefore except for auxiliary general lighting purposes.

Concerning general illumination, that which is applicable to the general office, or to the reception or waiting room, naturally invites preliminary consideration; and here, at the very beginning of our study of the problem, the neglected or ignored element of psychology demands close, critical attention.

Harsh, glaring lighting is irritating. So is too much indirect or reflected light. It interferes with normal metabolism. It is oppressive. It is uncomfortable. It is loud. It hurts. Unconsciously and subconsciously it creates and builds up a protective mechanism which we know as "sales resistance"—an antagonism.

Conversely, a system of clear lighting which is unobtrusive, subdued, but amply sufficient for general illumination—quiet and friendly—produces a sense of welcome, comfort, and ease. Traditionally and historically printing is a "cloistered" profession, as all will realize who consider its origins, its natural evolution from early hand-lettering of books. A



The reception room at the new offices and plant of the McGraw-Hill Publishing Company, New York City. The overhead lighting is sufficient, but avoids any suggestion of glare or other eye discomfort. Table lamps provide the more intense illumination for those visitors who may wish to read while they are waiting

cloistered lighting effect, combined with dignified, appropriate complementary treatment as to material furnishings, equipment, and general "atmosphere," will sell the printer or the establishment to the visitor, old or new.

So clear-cut are the distinctions between general and specific illumination requirements, and so divergent the psychological aspects demanding attention, that to dismiss the problem of general lighting, in so far as the printer is concerned, with the treatment of the outer office or reception room is essential to a critical discrimination respecting the requirements of other departments. Even in the office or reception room, whether the latter be a railed-off space separating the shop departments from the semipublic domain or a specially designed room for the accommodation of visitors and patrons, a few tables are required, and here special auxiliary lights are indispensable to comfort and to the conduct of an orderly and effective business and outside-office routine.

The problem of general lighting in the printshop may therefore be reduced to the formula that only in the outside office or reception room is a general lighting effect sufficient, and even there, as is explained in the foregoing, additional equipment is desirable.

In accounting and production departments, in the composing room and the proofroom, over the keyboards of machines, in the casting room, on makeup tables and frames, over the tables and benches of the foundry, in photoengraving department and drafting room, and in pressrooms, binderies, and mailing rooms, both a general "light the room" and an auxiliary "light the work" illumination is essential to the production of the best results. Solid phalanxes of bulbs of high wattage, plastered closely on the ceiling, are a torment and vexation, and without any shadow of excuse, to those whose specialized tasks require as keen an acuity-as fine a development of vision ability-as is demanded, for efficient work, of the diamond cutter, the watchmaker, or the dentist.

Blazing sunlight, reflected sunlight, cloudlight, and the high-power general ceiling or other lights are markedly deficient as tools to aid and facilitate the performance of such work as operating machine keyboards, reading proof, keeping accounts, or even handling makeup

and stonework operations. Furthermore, any system of lighting that permits variation of intensity, or in the amount of light provided for routine work, is inefficient and physically harmful to all made subject to such conditions. Even in the pressroom, auxiliary as well as general lighting is indispensable to comfort and consequently to efficiency. And here is a

far as existing knowledge and literature may serve as trustworthy criteria, these will be set down in the article on special lighting, to appear in the September issue of this publication.

The results of research and investigation by those charged with the responsibilities of management, expense control, and technical administration are espe-



View of the general lighting system in the composing room of the St. Louis Globe-Democrat's new plant.

The general system is supplemented by very closely spaced individual units that avoid shadows

good place to emphasize the fact that a sustained efficiency is never attained without comfort to the workers.

Furthermore, a greater attention to special and localized illumination, and a reduction of general lighting to a critically sufficient but not wasteful degree, connotes not alone greater satisfaction and comfort on the part of the workers concerned. In addition thereto it may effect savings in lighting expense that will represent the use of less red ink in the accounting and the production departments, and more and better color, perhaps, in the pressroom.

Study of the psychology of light applications in industry, in so far as data available reflect conditions, is apparently a matter for the future. The existing record contains little of practicable help or value. The principles that govern, however, are recognized by all well informed and experienced executives. Their applications must be worked out, codified, and applied. Critically efficient methods may, however, even today be tested out, and, when proved good by practice, be adopted with confidence. So

cially valuable. In fact, only upon such data may practice that will assure satisfactory and economically profitable operation be predicated.

Inquiry concerning shop conditions, individual satisfaction and contentment, and environments promotive of physical comfort and technical efficiency, should, however, invariably be conducted with the object of finding out the truth. Often their purpose is merely the confirmation of preconceived conclusions, or even of opinions that have no basis except a parsimonious objection to the expenditure of money, however necessary and ultimately profitable the investment may be.

Printing-office and publishing executives should make forthwith a critical examination of their general and special lighting equipment, with the following important facts in mind:

Too much general illumination diverts attention and effort from the specific departmental or individual work. It also invites waste of time, for no light is focused on work waiting to be done. Its costs are excessive and its replacement and attendance charges are high.

In many and perhaps the majority of establishments (no one may say with certainty, as conditions change with every passing day) general illumination expense may be cut 50 per cent if inexpensive and adequate auxiliary lights are provided for individual tasks.

While at the same time saving money, installation of "light the work" apparatus tends to increase the general volume of the nation's business. Financial institutions which are intelligently managed will extend credit to all printers legitimately entitled to it if the funds are to be used to promote efficiency, effect economies, and increase earnings.

EDITOR'S NOTE.—In the concluding article, appearing in the September number, the writer will, discuss the installations required for the particular lighting needs of composing room, proofroom, pressroom, bindery, and other departments of the printing plant, and will show illustrations of lighting installations used in widely known plants throughout the country. The article will be full of practical information you especially need at this time, with fall days close at hand and artificial lighting a timely question to be dealt with at once. Don't missit!

Post Card to Those Named in Weekly Assists Sales

By G. HARRIS DANZBERGER

Since names are a big factor in selling newspapers, one of the axioms of every modern newspaper office is to get names. How to capitalize on these names as a circulation idea is well illustrated by a plan in use on the Hartsdale (N. Y.) Herald. The scheme has proved effective in building up newsstand sales for this weekly, and indirectly in securing subscriptions and gaining good will.

As final proofs are read, the names of all persons appearing in the current issue are addressed on post cards, the reverse of which contains this message: "Something of personal interest to you is in the current issue of the Hartsdale *Herald*. Now on sale at (list of newsstands)." The post cards are mailed at the same time the paper is distributed to newsdealers each week.

Not only has the method been useful in speeding up sales; it has also provided a means of informing those who might otherwise overlook a particular issue, of something of personal interest to them. This thrill of seeing one's name in print on one occasion resulted in the sale of twenty extra papers to an individual, doubtless to be sent to his fond relatives and friends.

Typographic Scoreboard

August, 1932

Subject: NATION'S BUSINESS, June and July

103 Advertisements (all sizes)

Type Faces Employed	
Bodoni	29
Regular (M*), 15; Bold (M), 5;	
Book (T**), 9	
GARAMOND (T)	20
Old Style, 7; Bold, 13	
CASLON (T)	18
Old Style, 15; Bold, 3	
FUTURA (M)	11
CLOISTER (T)	6
Old Style, 2; Bold, 4	
GOUDY BOLD (T)	4
KABEL (M)	4
Regular, 2; Light, 2	
CENTURY ROMAN (T)	3
Old Style, 2; Expanded, 1	
BOOKMAN (T)	2
FRANKLIN GOTHIC (M)	1
GIRDER (M)	1
Kennerley (T)	1
METROLITE (M)	1
Vogue (M)	1
*M-modernistic; **T-traditional	
Ads set in traditional types	63
Ads set in modernistic types	39

One advertisement is not included in the above-given tabulation for the reason that it is hand-lettered. Affecting the score, of course, is the fact that the display of fourteen of the advertisements credited above to traditional types appeared in faces of modernistic character.

Weight of Type

Ads	set	in	bold-face									60
Ads	set	in	light-face		٠							40
Ads	set	in	medium-face	٠				,		٠	a	2

Str	10	of	Las	vout
SU	vie	OI	TIG.	yout

Conventional	۰					83
Moderately modernistic						12
Pronouncedly modernistic.				٠		8

Illustrations

Conventional 6	7
Moderately modernistic 1	4
Pronouncedly modernistic	6
(No illustrations were used in sixtee	n
of the advertisements.)	

General Effect (all-inclusive)

O 01101 01 -	•••	-	_	_	-		ø.	_	-	_	_	_	•	_	_	_		_	-,
Conventional																	,		48
Moderately m	0	d	e	rı	ni	S	ti	ic				,							48
Pronouncedly	n	n	0	d	eı	T	ni	is	ti	ic					٠	٠			7

Bodoni, a favorite with advertisers in Nation's Business, continues to lead. In the May Scoreboard it was shown as being used in 26½ per cent of the advertisements in the April issue of the magazine; here we find the style employed for 28 per cent of those in the June and July issues. At the same time Garamond increased in use from 16 per cent to 19 per cent while all sans-serif faces together dropped from 23 to 17 per cent.

In the May issue 28 advertisements were indicated as being set in modern-style types. Adding to this the six in which faces considered of modern character were used as display over body set in traditional types 56 per cent of the advertisements are found to be of modern character. By the same process 51 per cent of those here analyzed are found to fall in that general classification.



Look ahead to the time when the speedometer will read 50,000 miles



CHEVROLET

What Scorekeeper considers respectively the best traditional and modern-style page advertisements in the two issues of Nation's Business here examined are shown above. It is understood, of course, that physical features only—type, composition, and layout—are contemplated. The Herald-Tribune display was chosen in preference to one of Mimeograph, which received the traditional award in May, because of its decided clarity and distinctive, interesting illustration

NEWSPAPER WORK



By G. L. CASWELL

Publishers desirous of receiving criticism of their papers or mention of their rate cards, subscription plans, etc., should write Mr. Caswell in care of this publication. Newspapers cannot be criticized by mail

Six Prizewinning Newspapers Named at N. E. A. Sessions

The Greenwich (Conn.) Press, published by Howard W. Palmer, won first place for greatest community service in the newspaper-prize awards made at the California sessions of the N. E. A. on July 19. Mr. Palmer, modest and efficient proprietor of that splendid paper, has thus taken one or two of the several prizes offered by the N. E. A. at every one of the recent conventions.

Iowa scored again in the best-weeklynewspaper contest, for the award in that department was received by the Storm Lake *Pilot-Tribune*, of which W. C. Jarnagin is publisher. The best-editorialpage award was won by the Washington (N. J.) *Star*, H. M. Peterson, publisher.

The Ladysmith (Wis.) News, Mark R. Bell, publisher, was winner of two prizes in this year's contests—the newspaper-production award and the best-front-page prize. The McComb (Miss.) Enterprise was winner of the award for advertising promotion.

Noting the winners, we find that most of these publishers have in former years received awards in other departments than that in which they were voted superior in this year's contests. Which all goes to show that it is usually the good all-around newspaper that tops the list.

Keen competition for the best-editorial-page, the best-front-page, and the best-weekly-newspaper awards gives the judges in those departments a serious duty, if they discharge it properly. With from twenty to seventy newspapers submitted for their judgment, and each one generally of the highest standard and merit, there may be a very slight advantage of one over the other, and usually the advantage of appeal to the personal preferences of the particular judges who happen to be serving at the time.

It is no suggestion of criticism or discount of merit that other papers do not win. Rather it is the mistake of picking certain issues as examples of the product. Other issues might have had "It" to even greater extent, according to the ideas and prejudices of certain judges. For this reason we believe in the policy of Mr. Palmer, of Connecticut, who watches closely the details of every issue put out, makes his selections carefully for the N. E. A. contests, and files some exhibits every year. He tried for several years before he finally landed a prize, and that year he carried off two trophies in different departments.

Oregon Association and N. E. A. Delegates Meet in Portland

Editorial-association activities were at their apex in Portland, Oregon, July 14, 15, and 16, when the forty-fifth annual convention of the Oregon State Editorial Association convened there with a program which included a number of the bright stars of newspaperdom represented in the National Editorial Association. These leaders, gathering from California and other points just ahead of the N. E. A. touring party, gave zest to the program on the second day, and then on the third the special trains of the N. E. A. arrived in Portland at noon.

Portland as usual had made complete arrangements for these editorial visitors from the east and different parts of the land. Receptions, luncheons, and sight-seeing kept them going till their train left for San Francisco in the late evening. And as this is written the N. E. A. party is gathered in San Francisco for the formal convention sessions. Later on they are to meet again in Los Angeles, there to imbibe the famous California spirit and see the Olympics. A gay life, and a busy one, while it lasts!

New Postal Rates Will Gather Little Additional Revenue

In the new postal-rates scheme newspapers and periodicals are given a taxboost that seems to say, "You are the most prosperous of businesses; you can pay more." And on that excuse the Government will drive them to find private means of distribution, toward neglect and deterioration of the postal service.

The time is past when the newspapers are entirely dependent on Government agencies for carrying their issues to subscribers. The sixty-mile-an-hour mail trains that were the marvel of the last generation are not so hot now. We have numerous makes of ordinary automobiles that can match speed with the best trains, and in carrying newspapers can stop and start independent of any other interests or patrons—something that the railroads cannot do. Already the large dailies have complete distribution of papers in their states by trucks.

Fortunately for most smaller papers their circulation is also largely within the 150-mile zones, carrying the lowest rate for distribution. Magazines and national publications are not so fortunate in meeting the new rates, but they have long been preparing for this situation by producing their publications in advance of the dating, using fast freights to carry their heavy packages to important distribution points. Therefore the mails are not to gain much revenue from the big class of publications.

Statesmen at Washington advocate legislation without knowing all the facts connected with their propositions, and it may be assumed that the recent advance of postal rates will prove to be just another blunder, calculated to deprive men of jobs rather than creating any additional revenues for the suffering Post Office Department.

Radio Rather Overdid Itself in Covering of Conventions

We think it may be said that radio rather oversold itself in connection with the national Republican and Democratic conventions. To understand and to analyze the final results of those conventions newspapers were the last resort.

There is no doubt that the radio people were well organized to handle every detail and emphasize all the thrills of the conventions. It was almost like attending those conventions to hear the broadcasts-provided one had the time and the endurance to stick around the radio and miss nothing. But by the time the last convention adjourned and the days and nights of constant talk were ended, listeners were quite generally surfeited with the etheric display-at least that was the observation made in large hotels and apartments, clubs, and many homes. Radio had overdone its stuff. We like to listen to many things but to get the full import of the addresses we need to have the printed page before us.

And for the 99 per cent of listeners who had to miss some considerable portions of the proceedings, the newspapers were purchased and read for a calm and rational digest of the entire proceedings. That was the only permanent record of events available, and this record lacked nothing in completeness. Never, it may be said, were newspapers better served by able writers and understanding representatives than in these two memorable conventions of 1932.

That some newspapers were served by both their special broadcasting stations and their personal press representatives gave them some advantages, there can be no doubt. However, no listener can now state what was said or indicated over the radio as a substantiated fact without consulting the printed reports of the two conventions.

California Publisher Fighting the Vast Radio Monopoly

Newspapers of the United States must hand it to H. O. Davis, publisher of the Ventura (Calif.) Free Press, for his single-handed fight against the radio monopoly in this country. Mr. Davis has had good men working with him, and they have been alert for months to catch every idea and develop every clue that will show the influences promoting this radio monopoly. Long telegrams have

been sent to leading members of Congress, and the senate finance committee has been advised and importuned to levy a tax on radio advertising to reimburse the Government for its outlay of a million dollars annually in the protection of privileged users of radio channels meeting competition and interference. Mr. Davis has advocated a levy of 10 per cent on the gross receipts of broadcasting stations—a tax which will produce some eight millions of dollars to help compensate the Government for its mothering of the radio industry.

So far, however, we have seen nothing to indicate a rush of senators and representatives to accept the idea. At the recent sessions of the A. N. P. A. in New York City, it is stated, there was a disposition to soft-pedal this proposition because of the fact so many large dailies are themselves interested in or possess broadcasting stations.

N. E. A. Denies Endorsing Plan or Knowing Its Promoters

We have word that some concern or individual in Washington, D. C., is taking advantage of the situation presented by the several hundred audited weekly newspapers in the United States by trying to get \$10 each from them for promoting and soliciting for these papers. Names of the audited papers as published would give a concern like this a chance to work a snappy deal, unless publishers should first investigate or inquire about the proposition. A significant angle to the proposition sent out was the statement that the project was endorsed by the N. E. A. Herman Roe, field director of the N. E. A., in a late communication, denies that such is the fact, and he warns publishers and field managers that the Washington concern is unknown to him. We suggest that you investigate before paying out any cash.



"In the Days That Wuz"-Small Pica

Cartoon by John T. Nolf, printer-artist

Papers Taxed as Manufacturing Plants in Number of States

The question of taxation of newspaper plants and business has come up in many states recently, as a result of the general search for more taxable property and more money for government. In some states taxing commissions and boards have attempted to list good will and subscription lists as intangible assets subject to taxation. In others the papers have been considered "mercantile concerns," while in most states they have been listed as manufacturers. Considering all this together, the average newspaper has had its tax rate boosted from two to four times, and has found little sympathy in most cases when protesting. Forsooth, newspapers have generally come to be known as among the most profitable of business enterprises since the banks have become engulfed in their own morass!

According to an opinion of the attorney-general of Ohio, the newspapers are manufacturers for the purposes of taxation. The same ruling has been made by the state board of taxation and review in Iowa, and possibly it is found also in other states. There is a difference in the percentage of value to be deducted from such manufacturing plants, however. In Ohio they take 70 per cent of the actual value when personal taxes are assessed; in Iowa, 60 per cent. Personal property of manufacturers utilized in business, including machinery, tools and implements, raw materials, and finished products, is assessed at 50 per cent in Ohio and at 60 per cent in Iowa.

The Ohio opinion reads in part: "A newspaper publisher, while not manufacturing or producing the white paper itself, does cut it, fold it, and combine it with ink, and thus creates essentially a different thing than the raw materials originally purchased. This processing requires a vast amount of specialized machinery and equipment, and it is separate and distinct from the artistic and creative work of the editorial, reportorial, and art portions of the business, which, of course, contribute to the real value of the finished product."

Where any states or municipalities attempt to list the good will, meaning the subscription list, and value the properties according to their earnings, that is another and a more complicated matter. Newspaper publishers may well ques-

Papers Taxed as Manufacturing A COPY SUGGESTION

Banana-Peel Days

Businesses which lead in their fields have always been in the center of competitive attack. But never has it been as easy for leaders to slip as it is at the present time.

The kind of selling and advertising strategy which kept a business in first place a few years ago, is not necessarily the kind that will defeat the desperate competitive measures these times inspire

There is sound logic in this advertising copy, used recently in one of its own ads by Young & Rubicam, well known New York City advertising agency

tion any such procedure and contest it, because no board or person, if indeed the newspaper publisher himself, could state the approximate value of his subscription list or of his newspaper's goodwill value. Solomon in all his wisdom could not—for any time in advance.

We have seen this demonstrated in various great and valuable newspaper properties in America in the last decade. For instance, several New York City newspapers which years ago were valued into the millions are now no longer extant. Others that were mediocre have been rejuvenated and made highly valuable because of the brains, enterprise, and skill of new publishers.

That such brains, enterprise, and skill can be justly taxed is not admitted by many. The actual properties they build up as manufacturing plants should be commensurate with the growth of their editorial and good-will values, and on that taxable as manufacturing plants.

Why Should Political Candidate Not Receive Transient Rate?

No really good reason has been advanced why political candidates should not be given the usual transient display rate in the advertising columns of newspapers. And until such a reason is given candidates will continue to feel resentful every time they may be confronted with what they call exorbitant charges. That newspapers lose on many such political-advertising accounts is not to be disputed. This can be corrected by a policy of cash with order from candidates. A "lame duck" has never yet felt kindly toward a newspaper that made him pay for publicity after the election.

Radio Lottery Bill Is Left to Die in the Senate Committee

The radio omnibus bill, calculated to restrict lottery broadcasting, and placing a license fee upon radio stations according to their power, seems to have been swept into a corner by the Senate and there left to be cleaned out with the rest of the debris left from the recent session of Congress.

The statement of Senator Couzens regarding this bill shows how difficult it is to get action on any matter where some special interest or person objects. The radio bill passed the House in February. It went to the committee of which Senator Couzens is chairman—the Senate Interstate Commerce Committee. Public hearings were set for it and no objection was raised to the lottery provisions. However, after the public hearings on the bill a small subcommittee which had this measure in its charge changed the provisions to weaken the lottery restrictions and emasculate the bill, so that if passed by the Senate it would have to go back to the House again for action.

Senator Couzens explained in the Senate that he had tried in vain to have a meeting of his committee to consider this and other bills. He called for meetings repeatedly, only to fail to get a quorum. So, the important radio anti-lottery bill dies in this session because someone with interest in the matter entered a protest against the provisions of the bill to curb such radio broadcasting, and even the Interstate Commerce Committee's chairman, though favorable to it, could not get the bill out of his committee.

Something of the sort also happened to the bill to take the Government out of the business of printing envelopes. Illustrating more than anything else the fact that our national statesmen are almost helpless when they wish to be, and are wonderfully vociferous where publicity and prestige are in sight!

A good suggestion is that the editor or reporter on newspapers, and especially local newspapers, should do some circulation and advertising soliciting occasionally. This "gives them the touch," as one business manager puts it. The idea is worth a lot. Losing the touch and feel of business men of a community by trusting all such contacts to subordinates is bad for the newspaper and bad for the business man.

to print the ad. The *Herald* promptly started defense and the claim for damages was withdrawn, but a request for an order compelling the printing of the ad was filed. It was on this demand for an order to print the advertisement that the hearing was finally held, with the result that the court on January 13 sustained the defense motion to strike and dismiss the case. The court held in effect that the newspaper is a private institution, and that the common law regarding discrimination does not apply.

Propaganda for Reduced Rates Not Found Very Successful

Chain-store managers who have diligently circulated the story to local newspaper publishers that "many have cut down their advertising rates" have unseated but few of the newspapers of the country. That propaganda went out evidently with the deliberate intention of forcing a cut in space rates, and we are given to understand that only in about thirty cases out of three thousand did it work. Newspaper space is already the cheapest as well as the most effective advertising in the world, and all attempts to supplant it with handbills and circulars have halted at the doorstep of the family home. The newspaper enters the home because it is being paid for and is wanted there. Too frequently handbills cluttering up the porch and front yard do not build good will for any concern.

Youthful Employe Finds Weak Points in His Firm's Ads

One youthful employe in a clothing store recently criticized the advertising done by his boss. He said, "Boss last week advertised pajamas, and then complained that the ad did not pull. Why, no man wants pajamas this time of year, and to my notion that sort of advertising is mostly wasted." Okay, employe! Just keep on studying the psychology of advertising and you will see more of your chief's mistakes; and we hope you tell him that the things to advertise are the "hot stuff" that people are looking for at some particular time when it is in style, going strong. And tell him to push articles that will make speedy turnover in the store. We'll bet that clever newspaper advertising will show results along that line. And also make note of how many other things are sold as a result of bringing people in for some specialty.

Business Review for July

EVENTS of the month just passed have included certain positive developments which should act as strong forces leading toward improvement. The passage of the Federal revenue bill, after six months of discussion, is most important, putting an end, as it does, to much hesitancy in business and finance. While the new taxes will be burdensome, the country will be placed upon a sounder financial footing. A second outstanding development has been the "soothing," both here and abroad, of nervousness regarding the soundness of the American dollar. One by one the obstacles that have apparently been blocking the forward march of progress are being removed, and an underlying impressive strength should soon become evident.

Much attention is being attached to the conference on German reparations at Lausanne, where the representatives of the different governments of Europe have come together determined to cooperate in the political and economic spheres for the preservation of the existing social and economic order, and in so doing have taken a very promising step in the direction of world recovery.

The situation which exists in finance, commerce, and industry all throughout central and southeastern Europe is very grave. It is indeed one of the most critical situations in history, not because of any lack of the supplies required by human wants, but rather because of the inability of governments and the intractable groups behind them to settle their differences, sink their grievances, and agree upon terms for business relations with one another. Indeed, the final outcome at Lausanne, as well as the results of the meeting of the Imperial Economic Conference at Ottawa, Canada, will be awaited with keen interest.

While the summer period has added a seasonal factor to the conditions restricting business, recent reports from wholesalers evidence an improvement in buying, showing a stronger tendency to stock more heavily. Special sales have stimulated retail trade in various localities, resulting in generally improved business. Retailers in the various communities should be encouraged to advertise special sales of merchandise. Here the printer with attractive layouts and

suitable copy may do much toward helping to heal the crippled state of business in his particular locality.

The upward swing of livestock prices during recent weeks has been a most favorable sign. It is encouraging to the farmer, and possibly—who knows?—the little porkers may lead the way out of the "slough of despond" and into the "promised land" of improved business conditions. It is necessary that momentum in the right direction be started, and it matters not what starts it—a pig, an automobile, or a load of brick, stone, or structural steel for a new building.

It is now about three years since business activity began its downward slide, which has continued, with but minor interruptions, to the lowest level on record. During this period our financial and business system has had to meet one crisis after another, and the manner in which these shocks have been withstood should inspire us with renewed faith in the inherent strength of our country. We as a nation have in turn felt stunned, bewildered, and panicky, but there is increasing evidence from all parts of the country that people are becoming more and more reconciled to a lower level of business and profits, and that they are making adjustments accordingly. This is most significant, as the psychology of the public at this stage of the deflationary movement has an important influence on the future trend of business.

The chief concern of many authorities is in regard to how much pressure the social structure can stand. Statistics are not available on this point, but reports from all parts of the country on the drastic adjustments which individuals and firms are constantly making are most reassuring that the American people will be able to stand up under the strain, and will choose the right road to recovery. We all have had to take an awful beating, and most of us are downbut not for the count. Pampering has made us soft. That is why the bumps and bruises hurt so much. We have paid for our folly, and now in the dawn of a new era we shall see economic pressure setting in motion those forces which will sooner or later bring about a general recovery in business, the healing of our wounds, and-a happier condition.

Electricity Used in Printing Plants Is Not Subject to Federal Tax

By A. G. FEGERT

PERSONS desiring to be good citizens must become informed concerning the requirements placed upon them and the exemptions granted by the tax laws, particularly of those contained in the much discussed "Revenue Act of 1932." The attitude of the Government employes apparently is to give information only to those persons who know enough about the laws to be in a position to ask specific questions.

"What are the obligations of printers with respect to the revised excise laws?" inquires a patriotic printer at the office of the internal-revenue collector.

A perfunctory clerk gives the printer an inquiring look and says in substance: "Be more specific. We do not know what you are talking about."

"Well, for instance, what are the obligations of a printer with respect to the printing of admission tickets?"

"Here's the law," replies the clerk, as he marks articles 29 and 30 of the revised Regulations 43 under the Revenue Act of 1926 as amended by the Revenue Acts of 1928 and 1932.

The printer who desires to help the Government in collecting lawful taxes for necessary and unnecessary governmental operations decides that for the time being he must become a law student. He reads: "It shall be the duty of that person (the printer) to give prompt notice to the collector of internal revenue of the district in which is located the place to which admission is charged. Such notice shall state (1) the name and address of the person to whom the tickets are furnished, and (2) the number of tickets furnished, and shall be accompanied by proofs or sample copies of the tickets themselves. If the tickets are serially numbered, the notice must also contain a statement as to such serial numbers." That seems clear.

The printer continues his reading and learns about other provisions concern-

New revenue act contains features that directly affect printers and others in the graphic-arts industries. This special article provides the very information you need

ing the manner in which the tickets are to be printed provided the price of admission is 41 cents or more, in which cases tickets are taxable for 10 per cent of the amount paid. The stipulation is that the price (exclusive of tax to be paid by the person paying for admission) at which every ticket or card is sold must be conspicuously and indelibly printed, stamped, or written on that part of the ticket which is to be taken up by the management of the place for which it is valid for admission. For administration purposes it is necessary to show not only the selling price but also (a) the regular or established price, (b)the tax, and (c) the total of the price and the tax. The regular or established price, the tax based thereon, and total shall appear on the face (in the case of strip tickets the back may be used) of the portion of the ticket which is to be taken up by the management in the following or equivalent form (this shows a case where one dollar is the price):

By studying farther the printer learns that provision is made in the law for the exemptions of the tax on admissions to events operated for the benefit of charitable organizations, military or naval forces of the United States, National Guard groups, and for police and fire departments of the city. He counts and learns that twelve pages of Regulations 43 give examples of cases where the exemptions are applicable and other cases where they are disallowed.

It might be advisable for all printers who desire to be of maximum service to possible customers to familiarize themselves concerning these exemptions. In no case may a printer or a possible customer assume to decide that an event for which admission is charged is exempt from the provisions of the excise law. Such decisions are made only by the agents of the Government. The responsibility for claiming exemptions devolves upon "an officer or duly authorized agent of the organization or individual in control of the admissions or excess charges involved." A blank is provided for making claims for all such exemptions, the blank, designated "Form 755," being procurable from the office of the nearest collector of internal revenue.

While the printer has nothing to do with the procuring of exemptions, he is obliged to print on the face of the admission tickets (provided the admission price is 41 cents or more) the fact that the tickets are tax-free. The prescribed form of printing is as follows:

Inquiry at several printing offices specializing in the printing of such tickets showed that they do not trouble themselves about tax-free tickets, for all their business comes from colleges, theaters, amusement parks, and other institutions which make a business of promoting athletic events and other amusements for profit. They have not paid attention to the exemption provisions of the excise tax laws, assuming that the burden of responsibility for proving instances of

exemption is laid upon their customers and not upon themselves.

One such printer fulfils all his obligation under the law by sending to the office of the internal revenue collector a copy of the invoice for tickets, without the price, and enclosing therewith in each case a voided ticket.

Another tax law which Mr. Printer will study with profit is that pertaining to electricity. It is probable that his bills will call for the 3 per cent tax, until and unless he claims exemption from the tax.

Information obtained from the internal-revenue office in Chicago by THE INLAND PRINTER during the month of July was to the effect that no order had been received up to that time from Washington, D. C., exempting printers from the payment of the tax on electrical energy. However, the information secured at the offices of the Commonwealth Edison Company, which is providing the energy for lighting and power purposes to consumers within the city of Chicago, was to the effect that printers and those allied with them were considered as industrial users and as such would be exempt under the law. Moreover, all industrial users were asked to fill out statements claiming exemption.

While these investigations were being conducted by The Inland Printer for the information and benefit of its readers, information arrived from John J. Deviny, secretary of the United Typothetae of America, with headquarters at Washington, D. C., that a letter had been received from David Burnet, tax commissioner of internal revenue of the United States Treasury Department, dated at Washington, July 16, 1932, addressed to the United Typothetae of America, and reading as follows:

Reference is made in your letter of July 2, 1932, relative to the tax on electrical energy imposed under section 616 (a) of the Revenue Act of 1932. Section 616 of the Revenue Act of 1932 imposes a tax upon electrical energy for domestic or commercial consumption. It does not provide a tax on electrical energy furnished for direct consumption in an industrial operation.

In reply to your question outlined in your letter as to whether electrical energy furnished to the printing industry is industrial, you are advised that such electrical energy furnished for direct consumption by the printing industry is for industrial consumption.

Inquiry at the offices of the Commonwealth Edison Company revealed the fact that a special department had been established by that public-service cor-

poration for the administration of the new operations required by the law. Blanks had been sent to the leading industrial concerns informing the users of electrical energy for industrial purposes about the requirement to make specific claim for exemption. The blank called for a detailed statement concerning the manner in which the electrical energy is used for industrial purposes. While the representative of The Inland Printer was in the office, the executive in charge of that special department was answering telephone questions put to him by users in regard to making out the proper form of exemption.

"You are obliged to make out a separate form for each address in order to receive consideration from the Government," this executive explained. "This requirement must be observed because you may be using electricity at one place for industrial purposes, in which case you are exempt from taxation, while at the other address you may be using energy for commercial purposes, in which case you must pay the tax."

The executive finished the phone conversation, turned again to this interviewer, and explained in more detail the distinction outlined to the inquirer.

"In that case," suggested the interviewer, "a certain printing concern that operates a stationery store in the loop will be obliged to pay the 3 per cent tax on the electricity used for illuminating purposes in its store, while it will be exempt from taxation for the electricity used in its printing plant on the North Side, where typesetting, printing, and binding machines are operated for its manufacturing operations."

A COPY SUGGESTION

One Way or Another

FOR THE man who can discover a new market for his goods, or a new way of interesting present buyers . . . the depression is over.

Either way, direct advertising would help to do the work. Not the ordinary kind, perhaps. Something more is really needed here. Possibly the sort of smashing, powerful advertising pieces that we do for our customers.

Effective copy in a publication advertisement used by The Charles Francis Press, of New York City

"You are right," said the executive.
"Now here is a more complicated case, one that will probably have to be submitted to the Treasury Department at Washington for a ruling. Such a store and manufacturing department are conducted at the same address, and the electricity is taken from the same meters. Then the question to be decided is, How much of the electricity is taxable?"

The interviewer then asked as to how much effort will be put forth by publicservice companies throughout the country, to ascertain which users are, or are not, exempt from taxation.

"Our company has seen fit to take the initiative in this inquiry because we are obliged to submit some form to the Government as evidence that users are exempt," answered the executive. "This is the form we decided to use. You of course can appreciate that we cannot possibly inquire of all of our hundreds of thousands of consumers whether they are using electricity for commercial or industrial purposes. We sent these inquiry blanks only to several thousand concerns which to our knowledge were using energy for industrial purposes."

In answer to the interviewer's question as to whether public-service companies throughout the country were all making inquiries of a similar kind, the executive said that he was certain they were not, as most of them would assume that the amount of energy consumed was taxable unless the claims for exemption, accompanied by evidence, had been submitted to the companies by the users.

The paragraph included in Article 41, Regulations 42, issued by the Treasury Department to cover this point of exemption for industrial uses, reads:

"Persons claiming exemption on the ground that the energy furnished is for industrial consumption, as distinguished from domestic or commercial consumption, must submit to the person furnishing such energy satisfactory evidence showing that it was used for industrial purposes."

Under the provisions of the law and the policies of public-service corporations it behooves those engaged in the different manufacturing activities connected with the graphic arts to see to it their bills are not charged with the 3 per cent tax for "such electrical energy furnished for direct consumption by the printing industry."

THE MONTH'S NEWS

Brief mention of men and events associated with the printing and allied industries will be published in this department. Contributions are welcomed, subject to the restrictions necessarily imposed by space limitations. Items sent in for this department should reach us not later than the tenth of the month

Chicago Union Defeats Project of a Four-Day Work Week

Chicago Typographical Union No. 16, in a referendum election recently held, by a vote of 1,691 to 1,542 defeated the proposal to limit the work week to four days or nights of eight hours each, or a total of thirty-two hours. William J. Hedger, president of the union, explained that the four-day week had been intended to give relief to unemployed members, as it was figured that the plan would provide employment for from 15 to 20 per cent more men. The estimates indicate that between one thousand and two thousand union compositors in the territory that is covered by No. 16 are at present out of work.

The Franklin Association has been negotiating with this union for a concession regarding the forty-hour work week supposed to apply during June, July, and August under the contract expiring in 1934. The scale committee of the union proposed the four-day work week to the Franklin Association in response to the above-stated request of the association, but the four-day plan was not approved by the employers' group, thereby leaving negotiations still open for further discussion.

Purdue Has Collection of Books Designed by Bruce Rogers

A practically complete collection of all the books designed by Bruce Rogers has been received by Purdue University, and this will be known as the Anna Embree Baker Collection. The book plate, designed by Mr. Rogers, states that the collection was "bequeathed to the Library of Purdue University by Anna Embree Baker Rogers as a memorial to her daughter Elizabeth Rogers Burroughs."

The collection comprises approximately 275 volumes. The few gaps now existing in the titles are to be filled at an early date, and Mr. Rogers intends to add other volumes of his designing as they may be issued, which means that this collection will in all probability become the most complete and inclusive in existence anywhere. Bruce Rogers graduated from Purdue in 1890, and Mrs. Rogers received her diploma there four years earlier.

Booklet for Mail Users Is Issued by U. S. Envelope Company

The United States Envelope Company, of Springfield, Massachusetts, has published a booklet intended to assist users of the mails in meeting the situation created by the increased postal rates. The booklet is being distributed to executives of concerns which are utilizing direct-mail advertising.

This practical booklet discusses the question of when first-class mail should be used and

when third-class; how to increase results from first-class mail; how to use third-class more effectively when first-class is not justified; relative advantages of hand, typewritten, and stencil addressing; use of C.O.D. and stamped return envelopes and return post cards, etc. The United States Envelope Company believes that the booklet will be found of genuine aid by executives, as it is based upon experience which has been gained in the extensive use of a wide variety of mailings.

Press-Association Managers to Hold Meeting at Chicago

The annual meeting of Newspaper Association Managers, which comprises state and regional press-association managers, is to be held at Chicago, August 29-31 and September 1. Numerous round-table discussions of problems now confronting country newspapers are to be held during the four days.

Several prizes are to be awarded at the final session. The president's prize, a pen and pencil set, is offered for the best report on the subject "Methods and Facilities for Financing My Association." The National Editorial Association offers three cash prizes—\$25, \$15, and \$10—for the best report on the work of the year. John L. Meyer, of the John L. Meyer Press Exchange, Madison, Wisconsin, is giving a hat for the best oral report on a project conducted during the year by an association manager.

Officers of the organization are as follows: president, Harry B. Rutledge, field manager of the Oklahoma Press Association; vice-president, James W. Weir, secretary of the West Virginia Publishers and Employing Printers Association; secretary-treasurer, Herman Roe, field director, National Editorial Association.

Death of H. T. Johnson

H. T. Johnson, for many years an important factor in the introduction of modern typecomposing and printing machinery throughout the trade in the British Isles and on the Continent, died recently in his sixty-seventh year. As a young engineer Mr. Johnson served at Manchester with Robert Hattersley, maker of a successful type-composing and -distributing machine. Later he was a mechanic on the Fraser type-composing machine, and after that he became affiliated with the organization making the Thorne machine. He became an expert on and salesman of the Thorne machine, and he was finally made Continental representative and engineer to the Type Setting Syndicate. When this firm was absorbed by the linotype company he became associated with Linotype & Machinery, Limited. After the World War he was instrumental in introducing the Cleveland folder and the Kelly press in the British and Continental markets.

Use of Word "Job" Disapproved by Printing Organizations

Exactly two years ago The Inland Printer, in an editorial entitled "Shake Off That 'Job' Millstone!" stressed the belittling character of the term "job printer," and suggested that "commercial printer" or just plain "printer" would be a far better descriptive term to use. But this publication went farther than that by setting a good example. For the past two years the terms "job printer" and "job printing" have not appeared in The Inland Printer's pages, the obnoxious "job" having been replaced in this magazine by the accurate and logical adjective "commercial."

Other institutions are now approving that policy. Fred J. Hartman, the director of the U. T. A. Department of Education, states that "commercial printing" is the official term used in the Government's 1931 Census of Manufactures. Also, the Printing Industry of Wichita has requested C. J. Beckman, state commissioner of labor, to use "commercial printing" instead of "job printing" when publishing printing-industry statistics, and he has assured the Wichita organization that this change will be observed in the future.

New Scuffproof Cover Stock Is Produced by du Pont Firm

A new and improved Fabkote has recently been announced by the Fabrikoid Division of E. I. du Pont de Nemours & Company, this new pyroxylin-coated, non-woven-base material being described as appropriate for catalog, booklet, and loose-leaf covers. The manufacturer claims that it will not ravel or fray at edges or folds and it has a scuffproof, wear-resistant, and waterproof surface which embosses effectively. The new material is offered in three grades and a number of thicknesses, and may be finished and embossed in shades of brown, blue, red, green, and black.

Death of David L. Johnston

David Lorimer Johnston, president of the J. W. Clement Company and the Matthew-Northrup Works, of Buffalo and New York City, died at Buffalo on June 25 at the age of sixty years. Shortly after his association with the J. W. Clement Company in 1897 he was appointed manager, and in 1908, when the concern was incorporated, he succeeded to the presidency and continued in that position until the time of his death. Mr. Johnston was also president of the Buffalo Electrotype and Engraving Company and of the Polk-Clement Directory Company. He had been active in the work of the Buffalo Typothetae, and for many years served on important U.T.A. committees and other activities in the industry.

Depression Doesn't Stop Hart Firm's Farsighted Program

Perhaps business isn't booming as in 1929 but that should not interfere with farsighted preparation for those halcyon days when every press in the plant will be humming. Thus reasons Leo Hart, president of the Printing House



HARRY W. FISHER

of Leo Hart, at Rochester, New York; and he is translating that logic into definite action of a most inspiring character.

As a first step, Harry W. Fisher, formerly of the Sheffield-Fisher Company, of Rochester, has been made vice-president and sales manager of the Hart organization. His knowledge of production methods and costs and his ability to tender wise advertising counsel should prove of genuine value to customers of the Printing House of Leo Hart.

As a second feature comes the news that the Hart firm will soon be moving into its new plant. "While we may not personally assume credit for the relatively good shape of our clients," comments Mr. Hart, "we do know that their advertising and selling activities have been sharpened by the merchandising counsel that goes with the work we do. We have mutually helped each other to keep going and so have justified the expansion program in progress, one feature of which is the impending occupancy of the new Clinton Avenue plant."

The affiliation of Mr. Fisher with the Hart concern, and the erection of the new printing plant, were announced in a beautifully printed brochure recently distributed to Hart clients.

Recommends Central Printing School for New York City

The Vocational Survey Commission created by New York City's Board of Education has issued a 700-page report on the printing industry and instruction in that subject. Included in the report are plans for a central school in New York City for all types of printing instruction—pre-apprentice, apprentice, coöperative, continuation, journeyman, evening, and special lecture courses for teachers and executives. The suggested title is The New York School for Printing.

The report casts some light upon the importance of New York City's printing industry. For every \$10 of product being manufactured in New York City, \$1 is produced in printing. One wage earner in every 14 in New York City works in printing and publishing, the number of such workers being 60,000, with an annual total of wages amounting to \$128,000,000.

Wil V. Tufford, Newspaper Man and Publisher, Passes Away

Wil V. Tufford, newspaper man and publisher, and twenty-seven years the secretarytreasurer of the Inland Daily Press Association, died on July 14 at Clinton, Iowa, at the age of seventy-four years. After a boyhood spent on the farm, young Tufford learned his trade on the Morrison (Ill.) Sentinel. Going to Colorado when he was but twenty-one, he served in the plants of the Sagauche Chronicle and the Gunnison News. Mr. Tufford next took part in the establishing of the Gunnison Democrat and held the position of manager, and later was affiliated with the Ourav Solid Muldoon. In 1882 he became associated with the Clinton (Iowa) Herald in the capacity of foreman, and rose to the position of managing editor and circulation manager within a period of but three years. Seven years after his arrival in Clinton this progressive newspaper man purchased the Morning News and then the Weekly Age, merging the two under the title of the Clinton Morning Age. Selling this publication in 1904. Mr. Tufford then established the Mason City (Iowa) Times-Herald and became its president and manager. Later on he returned to Clinton and organized the Iowa Printing Company, and served as president and general manager of this concern until the time of his death. Mr. Tufford was widely known through his activities in the Independent Order of Odd Fellows and his long service with the Inland Daily Press Association. Aside from his publishing activities, he was a skilful writer of Indian stories, and also contributed material to many Sunday papers for considerable period of time.

Hammermill Offset Stock Now Available to the Industry

Hammermill offset, a line of paper which for several years was specially produced for a limited number of offset lithographers, has now been made available to all lithographers and printers, according to an announcement made by Hammermill Paper Company. This stock is produced in a close, compact, surface-sized sheet which is free from fuzz and lint.

Six finishes are offered in this line, three of them—known respectively as Handmade, Homespun, and Woodgrain—being outstandingly distinctive and attractive. With equipment specially developed for the purpose, the finishes are so applied as to be commercially alike on both sides and also entirely free from every possible danger of smashing out and stretching on multicolor runs.

Sample books and experimental sheets of this Hammermill offset may be obtained from Hammermill agents or by writing to the Advertising Department, Hammermill Paper Company, Erie, Pennsylvania.

Announces Lexene, New Coated Paper Using Rubber Latex

Lexene, a new coated paper the formula of which includes rubber latex, has just been announced by the United States Rubber Company. The new stock is described as avoiding curling, shrinking, or expanding in the pressroom. It is said to use less ink and give a beautifully soft and even texture in reproducing solid plates. The folding strength is claimed to be considerably increased. The manufacturer states that this sheet can be lithographed satisfactorily on both sides.

During the past year lexene has been used by one plant on a monthly publication's regular run of 100,000 magazines, 8½ by 11 inches in size. It is said that, while the pressman's only restriction was that he produce a good piece of printing, stockroom records disclosed that a saving of better than 10 per cent had been made on ink that year.

Moves to New Quarters

More space for the demonstration of its machines has been secured by Brandtjen & Kluge, for its Atlanta branch, by removal to 150 Forsyth Street, S. W. Working exhibits of new Kluge machines will be shown.

Death of J. Harry Jones

J. Harry Jones, the former president of the Marshall-Jackson Company, Chicago, and for thirty-five years associated with that organization, died in an automobile accident at Auburndale, Florida, on June 16. Mr. Jones was



J. HARRY JONES

a past president of the old Chicago Typothetae, and was widely known and respected in the printing industry. The deceased is survived by his widow, a son, and three daughters, and leaves a host of friends.

Craftsmen All Set for a Fine Convention at Washington

THE ANNUAL convention of the International Association of Printing House Craftsmen, to be held at the Wardman Park Hotel, Washington, D. C., August 22 to 24, bids fair to be an outstanding event in the history of the organization and in the memories of all those

upon current conditions. The session will be concluded by appointment of committees and the regular routine business.

Then Tuesday, the second day, the meeting will be opened with officers' reports. Philip J. McAteer, of the Boston Club of Printing House



General Convention Committee of the Washington Club of Printing House Craftsmen, in charge of arrangements for annual convention. Sitting (left to right): Edw. H. Walker, chairman, Souvenir and Badge Committee; Gerald A. Walsh, chairman, Publicity Committee; Clark R. Long, general chairman; L. W. Thomas, chairman, Registration Committee; L. K. Johnson, chairman, General Convention Committee. Standing (left to right): Ray Otley, vice-chairman, Transportation Committee; Bert Bair, chairman, Entertainment Committee; George C. Cole, chairman, Transportation Committee; A. Nelson Wilson, chairman, Reception Committee; and John J. Deviny, who is chairman of the Program Committee

who are able to be in attendance. The tentative program demonstrates how earnestly the committee in charge has endeavored to cover those matters which most deserve the Craftsmen's attention and action; and the entertainment schedule indicates clearly that relaxation and pleasure are to be no minor features of this great gathering of the "Share Your Knowledge" clan at the nation's capital.

Clark R. Long, president of the Washington Club of Printing House Craftsmen, and third vice-president of the international association, will call the convention to order for the opening session. Following the invocation, welcoming addresses will be made by such notables as George H. Carter, A. W. Hall, John J. Deviny, and William J. Eynon, and the response will be given by Thomas E. Cordis, first international vice-president. The convention will then be formally opened for its business sessions by International President Fred L. Hagen.

The outstanding feature of this first session will be an address, "Business Today," by Merle Thorpe, the editor of Nation's Business. Mr. Thorpe is famous for his forceful speeches awell as the high quality of his editorial ability, and no one will want to miss his comments

Craftsmen, will deliver an address on "Lessons the Depression Has Taught Us." Fred J. Hartman, director of the U. T. A. Department of Education, will follow with a talk on "The Field of Printing Education."

Ira D. Pilliard, of the Milwaukee Club of Printing House Craftsmen, and popular chairman of the Educational Commission, always has a vital message for his fellow-Craftsmen. His address, "What of the Future Craftsmanship—Our Program," is being anticipated as an important contribution to the association's progress for the coming twelve months. An open forum led by John B. Curry, second international vice-president, will conclude the sessions of the second day.

The meeting on the final day will be opened by the report of the Committee on Officers' Reports. Capt. E. S. Moorhead, production manager of the Government Printing Office, will then present an informative address entitled "Modern Trends in the Printing Industry." Those who know Captain Moorhead and his work will have no doubt as to the importance and interest of the material he will offer in discussing this potent question. He is expected to present some valuable information.

The next feature of this session will be a thirty-minute open forum on association affairs, to be led by First Vice-President Cordis. Reports of the Finance Committee and the Committee on Constitution and By-Laws, and the final report of the Committee on Resolutions, will next be heard and acted upon. The selection of the city for the next annual convention will be discussed. And, with the nomination, election, and installation of officers for the coming year the international convention will be over for another year.

will be over for another year.

Craftsmen who attend the Washington convention will bring home with them an amount of ideas and inspiration which will serve them well in the months to come. And the sightseeing trips and other recreational features will provide a change and rest that are stimulating and enjoyable far out of proportion to the expense involved. Make up your mind to go!

Trade Custom Is Submitted by Storage-Problem Committee

The Joint Committee on Storage Problems, comprising members appointed by the United Typothetae of America and the Employing Bookbinders of America, has drafted a proposed trade custom defining the printer's obinder's responsibility for the storage of customers' property, and reading as follows:

tomers' property, and reading as follows:

"All customers' property that is stored with a printer (or binder) is at the customer's risk, and the printer (or binder) is not liable for any loss or damage thereto caused by fire, water, leakage, theft, negligence, insects, rodents, or any other cause beyond the printer's (or binder's) control. It is understood that the storage of customers' property is solely for the benefit of the customer. However, in the event that the customer and the printer (or binder) make a separate agreement whereby the customer agrees to pay the rental value of the space occupied by his property and/or care and keep thereof and insurance thereon, then it becomes a bailment for the mutual benefit of both customer and printer (or binder) and the printer (or binder) is liable for failure to exercise ordinary care."

The committee has submitted this proposed trade custom to the U. T. A. and the bookbinders' organization with the idea that it shall be offered for adoption at the next respective annual conventions of these two associations representing printers and binders.

Stag Golfing Week-end Planned by Chicago Organizations

Two full days of golf on first-class courses, with wives barred, is offered members of seven printing-trades guilds for the week-end of August 20-21. Pinewood Inn, Golfmore, at Grand Beach, Michigan, is the scene of the party.

Miles of Duneland beach are at hand for those who recall golf scores with pain and distaste. Although a special train arranged by the South Shore line will carry most of the crowd, others will drive. Golfmore is 60 miles from Chicago, over excellent roads.

Uniting for the week-end of golf and rest are the Printing Trades Golf Association, the North Side Printers Guild, the Printers Supplymen's Guild, the Employing Bookbinders Club, the Chicago Photo-Engravers Association, the Chicago Employing Electrotypers Association, and also the Plate-Engravers Club of Chicago. Howard T. Webb, of the Phenix Engraving Company, Chicago, is handling reservations.

Carnegie Printing Department Shows Remarkable Progress

This summer marks the completion of the first five-year period following the establishing of the Typothetae endowment at the Carnegie Institute of Technology, Pittsburgh. The annual report of David Gustafson, U. T. A. professor of printing, and head of the institute's Department of Printing, discloses some significant facts regarding the growth of that department during this period.

The average enrolment of printing students in the five-year period prior to September, 1927, when the endowment was established, was 45.8. For the succeeding years the enrolment figures have been respectively 80, 88, 77, 103, and 97, which give an average enrolment of 91, or practically twice that of the preceding five-year period.

The gain as to degree students has been even greater. The average number a year enrolling during the earlier five-year period, 27.2, rose to an average of 58.6 during the period from 1927 to 1932. In 1922-23 only 13 degree printing students were registered; nine years later the number was 72. The average number of printing graduates a year during the period from 1922 to 1927 was 5.6, whereas the corresponding figure for 1927-32 was 19.2, of which 10.2 a year were degree graduates. The increase in the number of men completing day and evening courses for certificates has been marked during this same period.

Professor Gustafson in his report expresses his appreciation of the constructive assistance rendered him in his work by T. S. Baker, president of Carnegie Institute of Technology; Arthur C. Jewett, director of the College of Industries; John J. Deviny, general secretary of the United Typothetae of America, and Fred J. Hartman, director of the U. T. A. Department of Education. He also acknowledges the invaluable aid afforded by donors of materials and equipment and the assistance provided by printers in the Pittsburgh district.

New York Printers League Asks Union for Modified Terms

According to an official letter of notification by Frank N. Rodman, president of the Printers League of the New York Employing Printers Association, Incorporated, the league will propose to Typographical Union No. 6 some modifications of the five-year contract which expires September 30. In the letter to the union Mr. Rodman says, among other things:

"Every other union employed directly in our plant has granted voluntary relief despite the fact that it was under contract like that of your organization with the League. No. 6 alone has refused to consider any relief, and continues its attempt to maintain its boom price wage scale in face of the fact that all major commodities are down to a price level of 1913."

U. T. A. Initiates Novel Plan in Trade-Paper Ad Series

A novel plan is being used in the trade-paper advertising used by the United Typothetae of America. For a series of twelve advertisements, each one is to be set by a different printing firm or composition house, each company being of course a U. T. A. member. Copy is provided by U. T. A. headquarters, but the designs and composition provided by the respective concern are to be used without change. The mem-

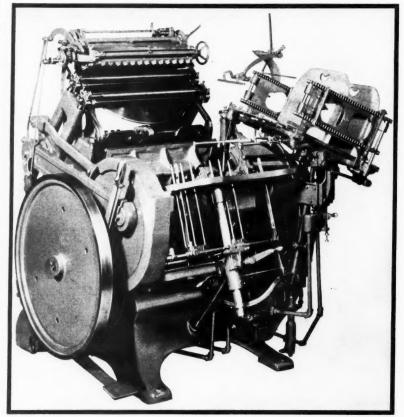
ber companies which are to participate in this interesting project are as follows:

Jeffrey & McPherson Company, Minneapolis; Machine Composition Company, Boston; Rose, Cowan & Latta, Limited, Vancouver, British Columbia; Akron Typesetting Company, Akron; Stellmacher & Clark, Incorporated, Dallas; Cooper & Beatty, Limited, Toronto; Rein Company, Houston; Ford, Ellis & Company, Limited, Los Angeles; Searcy & Pfaff, Limited, New Orleans; McCormick-Armstrong Company, Wichita; Typographic Service Company, Indianapolis; Washington Typographers, Incorporated, Washington, D. C.

New Equipment for the Printer

A HEAVY-DUTY AUTOMATIC PLATEN PRESS, which also handles heavy die-cutting, creasing, scoring, blanking, and stamping, has been brought out by the Chandler & Price Company. This unit, known as the Heavy-Duty Craftsman, is similar in design to the regular 141/2 by 22 Chandler & Price Craftsman with automatic feeder, but it is much heavier in construction and has a speed range up to 2,300 impressions an hour. The extra-heavy press base is cast in one piece to insure impressional strength. The press main shaft, 41/8 inches in diameter, is of special heat-treated steel, and the back shaft, of the same diameter, is also of special steel. Each shaft is supported by three large bearings fitted with accurate bronze bushings, with center bearings providing extra support under impression. Two large driving gears and pinions, one set on each side of the press, equalize the impression, and two solid flywheels assure balanced operation. The flywheel on the right side serves as the driving pulley, being grooved for four "V"-belts. The regular 141/2 by 22 C. & P. feeder is used. It handles everything from onion-skin to thick board, and in standard sizes or odd shapes from 31/4 by 5 inches up to 141/2 by 22 inches. If desired, the new C. & P. continuous feed table may be supplied with this press, thus eliminating the need of stopping the press while loading the feeder. On runs of heavy stock, cartons, etc., where the press might have to be stopped frequently despite its 12-inch feed-table capacity, this one feature saves considerable time. Cutting plate, roll-leaf attachment, device for carton feeding, book-cover attachment, etc., are also available. For additional information concerning the Heavy-Duty Craftsman press, address all inquiries to the Chandler & Price Company in care of THE INLAND PRINTER.

THE THERMO-TEL, a signal device for indicating temperature by means of electric lights, has been developed by the Uehling Instrument Company. Each signal is set for the particular temperature limits desired. When the temperature is within the limits a white light is illuminated; when it rises above the proper range of temperature a red light shows; when it drops below the limits all lights on this device go out. Signal lights may be located at any desired distance from the point at which the temperature is being recorded, and can be read at a



The Heavy-Duty Craftsman automatic platen press is also built for handling heavy die-cutting, scoring, creasing, blanking, and stamping. Its range of speed is given as up to 2,300 impressions an hour



THE

LINOTYPE DOUBLE QUADDING AND CENTERING DEVICE

Will instantly quad

→ to the right

to the left ←

→ or center ←

This is a development from the Linotype automatic quadding device which has been in successful operation since 1905, and incorporates many exclusive Linotype features, including the advantage of quadding to the right. It will quad or center lines of any length, with or without spacebands.

MERGENTHALER LINOTYPE COMPANY BROOKLYN, N. Y.

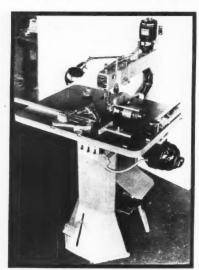
SAN FRANCISCO · CHICAGO · NEW ORLEANS CANADIAN LINOTYPE, LIMITED, TORONTO, CANADA

Representatives in the Principal Cities of the World

Linotype Metro No. 2 Family

distance of at least two hundred feet. These signals are said to be accurate to within less than .1 degree Fahrenheit. For other facts desired write the Uehling Instrument Company in care of THE INLAND PRINTER.

SEVERAL NEW SAW-TRIMMER MODELS have just been placed on the market by the J. A. Richards Company. The drilling, routing, type-high planing, jig-sawing, mortising, mitering, and circular-saw trimming done by these saw-trimmers are instantly controlled by means of three individual motors operated from a central switch box directly under the



The Multiform Electromatic Universal saw-trimmer handles drilling, routing, planing, jig-sawing, etc., under the instant control of three individual motors. Its gage range runs from 1 up to 144 picas

front of the table. The Multiform Electromatic Universal has a 27 by 36 table, with a jig and router arm of 24-inch capacity. A specially designed motor provides the necessary high speed for routing and planing. The circular saw, operating through ball bearings, delivers the full efficiency of its counterbalanced 1/2-horse-power motor, and it is instantly adjusted to desired height above or completely below the table with the forward projecting lever. The jig-saw motor operates directly through fully housed reduction gears. Range of gages is from 1 to 144 picas, and right and left miter gages are part of the regular equipment. The machine is equipped with the Bulldog safety workholding clamp. A larger size Electromatic model with 32 by 42 table and with a jig and drill arm of 30-inch capacity, has been brought out for boxmakers and steelrule-die builders. For additional information write to the J. A. Richards Company in care of THE INLAND PRINTER.

Gage Is Made Vice-President

Harry L. Gage, who recently resigned his position as vice-president in charge of publicity with B. Altman & Company, New York City department store, to return to the Mergenthaler Linotype Company, was appointed vice-president in charge of sales at the recent meeting of the board of directors. Mr. Gage was made a director of the Mergenthaler organization when he first resumed his affiliation with the company a short time ago.

Educational Problems Studied at Washington Conference

The eleventh Annual Conference on Printing Education, sponsored by the United Typothetae of America, was held, June 27 to 29, at Harding Hall, Government Printing Office, Washington, D. C., with a good attendance. Fred J. Hartman, director of the U. T. A. Department of Education presided as general chairman of the sessions.

John J. Deviny, general secretary of the U. T. A., presided as chairman of the first day's meeting. Welcoming addresses were made by George H. Carter, public printer; Dr. J. C. Wright, director of the Federal Board of Vocational Education; William Pfaff, president of the United Typothetae of America, and Alvin W. Hall, director of the Bureau of Engraving and Printing at Washington.

The prophecy that precision methods will become prevalent in the printing industry was made by Edward B. Passano, of The Waverly Press, Baltimore, who was the first speaker of the business session proper. "Education's Obligation to Printing" was then discussed by Dr. William E. Grady, New York City's associate superintendent of schools, who stressed the vital importance of competent instruction in schools of printing. Capt. E. S. Moorhead, production manager of the Government Printing Office, concluded the session with a description of certain highlights of that establishment, and his talk was a fitting preliminary to the visitors' trip through the Government Printing Office on the same day.

Dr. J. D. Blackwell, director of vocational education for Maryland, served as chairman on the second day of the conference. Speaking on what the future held for the printing industry, Harry L. Gage, of the Mergenthaler Linotype Company, stated that unexpected and extreme changes were impending, and that educational activities in the field of printing might well be described as only starting. Mr. Gage advocated a wider application of printing education, to the end that users of printing should have a greater appreciation of its many possibilities and hence be able to make use of it more frequently.

Reports on four surveys were presented during this session. J. Henry Holloway, principal of New York City's Central Printing Trades Continuation School, in discussing his report recommended that printing-school equipment should be rendered accessible to unemployed printers in order that they should not lose their trade skill. He also stressed the importance of keeping printing students familiar with current developments in the trade by providing printing-trade periodicals in all the printing-school libraries.

Three other surveys were summarized respectively by Prof. David Gustafson, U. T. A. professor of printing, Carnegie Institute of Technology, Pittsburgh; L. L. Ingraham, instructor of printing, Santa Barbara (Calif.) High School, and Carl G. Bruner, Wichita (Kan.) High School East.

Teaching methods received exhaustive analysis and discussion at this session. E. E. Vosburg, in charge of the Printing Department, McCall Evening Vocational School, Philadelphia, spoke on hand composition. The subject of presswork was discussed by Thomas E. Dunwody, director of the Technical Trade School, Pressmen's Home, Tennessee. Merritt W. Haynes, Education Department, American Type Founders Company, analyzed several

closely allied phases, and "Production Work as a Teaching Aid" was the subject of the address of Allan Robinson, principal, Ottmar Mergenthaler School of Printing, Baltimore.

The chairman of the third day's session was J. Elmer Zearfoss, director of manual training in the public schools of Washington, and the general topic for that session was "Keeping Step With Educational and Printing Progress. New trends in education were depicted by Maris M. Proffitt, specialist in guidance and industrial education with the United States Bureau of Education. Ernest F. Trotter, managing editor of Printing, spoke on "New Developments in the Printing Industry," and Otto W. Fuhrmann, director of the Division of Graphic Arts, New York University, discussed the question of printing teachers' books. John E. Fintz, assistant supervisor of manual arts, Cleveland public schools, talked on "How and Why Printing Instruction Should Be Evaluated," and the 1932 Tileston & Hollingsworth calendar was analyzed by Laurance B. Siegfried, the editor of The American Printer. A talk covering important features of the Government Bureau of Engraving and Printing was presented by Clark R. Long, assistant director, in preparation for the visitors' inspection trip through that great institution.

Several displays of printing, on exhibition in the conference hall, provided a vast amount of interesting material for those attending the meetings. Public Printer Carter exhibited his extensive private collection of historic and foreign printing, in company with a number of specimens produced by the Government Printing Office. The London School of Printing displayed a number of panels of fine printing. There were sixty-three exhibits from schools.

Brackett Firm Selects Barhydt as Chicago Sales Manager

Frank V. Barhydt, for the last five years in charge of sales for C. B. Nelson & Company, of Chicago, has been appointed manager of sales for the Chicago office of the Brackett Stripping Machine Company, and will cover the western and southern territory.

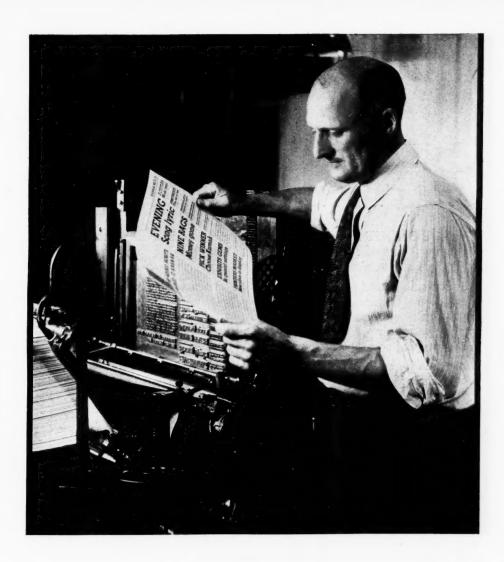
For several years Mr. Barhydt served as general sales manager for the Miller Saw-Trimmer Company, now known as the Miller Printing Machinery Company, and before that he was affiliated with the American Type Founders Company, selling Kelly presses and other machinery. His vast experience, supported by his wide and popular acquaintance throughout the industry, should prove invaluable in the sale of the well known Brackett products.

Ludlow Announces Umbra, a Three-Dimension Type

The Ludlow Typograph Company has announced Umbra, which it describes as the first modern "three-dimension" type face to be offered to the American trade. This new face is intended for limited use only, but a single



line in an advertisement or other composition stands out in most striking fashion. Cap fonts of matrices in seventy-two-point size are now available, and the forty-eight-point here reproduced is in process of manufacture.



"Easy to Make Ready"

is the pressman's testimony regarding Ludlow composition. Of course it is, for Ludlow slugs are free from worn or broken letters requiring spotting up, and are exceedingly accurate in height-to-paper. Let us demonstrate the quality of present-day Ludlow all-slug composition

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue + Chicago, Illinois

Set in Ludlow Karnak Medium



The Floor of Industrial America

HROUGHOUT industrial America, wherever a demand exists for floors that must withstand the maximum of rough use and abuse, regardless of conditions, Kreolite Wood Blocks are recognized as the ultimate in toughness, strength, endurance, economy and service.

An outstanding example is found in the country's greatest printing plants where floors are called upon to carry machinery and materials of enormous weight; to stand the tremendous vibration of giant presses running at terrific speeds; to bear strains of ceaseless trucking and to defy even the repeated attacks of molten metal spilled

in stereotyping and typecasting. Representative of the many big printing and publishing organizations using Kreolite Wood Block Floors are:

Crowell Publishing Co. Hearst Publishing Co. Curtis Publishing Co.

Chicago Tribune New York Tribune Chicago Herald & Examiner R. R. Donnelley & Sons Co. Philadelphia Public Ledger

Kreolite Engineers will study your needs and make recommendations without any obligation whatever to you.

The Jennison-Wright Co. Toledo, Ohio

BRANCHES IN ALL LARGE CITIES

mlast the Fac



Published monthly by The Inland Printer Company, 205 West Wacker Drive, Chicago, Illinois. Subscription rate \$4.00 a year; 40c a copy. Canadian, \$4.50 a year; foreign, \$5.00 a year. Entered as second-class matter, June 25, 1885, at the post office at Chicago, Illinois, under Act of March 3, 1879.

AN 80,000 RUN-

_BREAKING IN A NEW PRESSMAN

_A LOT OF "SKIPS"—STILL THERE WASN'T

A SINGLE OFFSET ON THE JOB

E quote from a letter from a publishing house down in North Carolina:

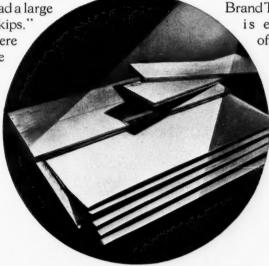
"You may be interested in knowing that we just finished a run of eighty thousand using your tympan paper as a top sheet. Breaking

in a new pressman, consequently, we had a large number of "skips."
However, there wasn't a single offset in the job. At the completion

of the work the tympan sheets were as good as when we started. We can truthfully state that we have never used a tympan sheet before that came anywhere near comparing with your product."

This is but one of many instances where Niagara Brand Tympan Paper

is eliminating offset—lowering costs—producing better printing results.



Glad to send sample working sheets for trial in your plant. Give name of press and tympan size.

NIAGARA BRAND TYMPAN PAPER

A PRODUCT OF

THE CARBORUNDUM COMPANY - NIAGARA FALLS, N.Y.

CANADIAN CARBORUNDUM CO., LTD., NIAGARA FALLS, ONT.

SALES OFFICES AND WAREHOUSES IN NEW YORK, CHICAGO, BOSTON, PHILADELPHIA

CLEVELAND, DETROIT, CINCINNATI, PITTSBURGH, MILWAUKEE, GRAND RAPIDS

(CARBORUNDUM IS A REGISTERED TRADE MARK OF THE CARBORUNDUM COMPANY)

The gauges shown below are the Carl Zeiss Glass Optics and the Johansson Gauges. Both are recognized the world over for their accuracy.



The Carl Zeiss Optimeter below will divide an inch into 20,000 equal parts.



The optical precision instrument shown abovs, a Carl Zeiss dividing head, will divideacircle accurately into 21,600 parts. The ordinary instrument is divided into only 360 parts.



PRECISION-Fact Not Fiction

NO ONE appreciates more than The Printing Machinery Company the absolute accuracy required of metal base systems. For a third of a century we have devoted our efforts to the manufacturing of metal base systems.

Every machine operation on any of the parts in our products is "jigged," consequently absolutely interchangeable and accurate.

The gauges and tools used in our plant represent the highest attainment in fine gauges and tools and are used daily in the manufac-

ture of our jigs and fixtures and also in the checking of our products.

Precision has always been more than a catch word in our organization. Precision has never been just an advertising reference, but an actual fact in every department of our plant. The views shown on this page were taken in our plant and give the reader an idea of the extreme accuracy employed in the manufacture of our products.

In spite of the care used in manufacturing and assembling our products, every operating unit is subject to rigid inspection.

Visitors to the 46th U.T. A. Convention Are Cordially Invited to Visit Our Plant

THE PRINTING MACHINERY CO.

436 COMMERCIAL SQUARE · · CINCINNATI · OHIO

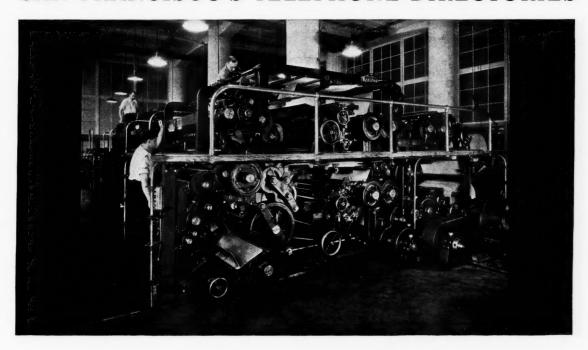
20 WEST JACKSON BLVD., CHICAGO, ILL.

461 EIGHTH AVENUE, NEW YORK, N. Y



GOSS SPECIALS

AT PHILLIPS & VAN ORDEN COMPANY PRINT SAN FRANCISCO'S TELEPHONE DIRECTORIES



Phillips & Van Orden Company use three Goss Special Magazine Presses to print the telephone directories for San Francisco, Oakland, Alameda, Berkeley, San Leandro, and Bay Counties, and Santa Clara County.

In progressive, efficient printing plants from the Atlantic to the Pacific, Goss Special Magazine and Color Presses uphold their high reputation for fine, fast printing. They are designed and built to meet the particular requirements of individual publishers and printers, and are constructed of the highest quality materials by expert workmen. Operating at 15 to 25 per cent higher speeds than any

G055

comparable press, they leave a wider margin of profit. During these days of economy and close bidding on contracts, an installation of Goss Specials is a far-sighted and logical way to lower operating costs.

A Goss engineer, with long experience in magazine and color printing, will gladly discuss your printing problems with you. You place yourself under no obligation.

THE GOSS PRINTING PRESS COMPANY CHICAGO, ILLINOIS

New York Office: 220 East Forty-Second Street San Francisco Office: 707 Call Building The Goss Printing Press Company of England, Ltd., London

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Gorgeous

... yet always in good taste

Color is an essential of modern advertising appeal. There is no place in the present scheme of things for drab and depressing printing papers.

A peacock, not a crow, is used to animate and adorn the gardens of a fine estate. So, in printing, BUCKEYE COVER is chosen by sophisticated printers and advertisers to give interest, charm and value to their sales messages.

The world-famous product of a mill known everywhere for its skill in color creation, BUCKEYE COVER offers an unexampled range of colors, suitable for effects ranging from gorgeous brilliance to soothing softness...and always in good taste.





THERE is a Beckett paper for every printing need. Beckett lines include:

BUCKEYE COVER, a world standard.

BECKETT COVER, beauty at low cost.

BUCKEYE TEXT, elegant and distinguished.

BECKETT TEXT, notably economical and of rare color and texture.

BECKETT PLATER-FINISH OFFSETS, highly individual for offset or letterpress.

THE BECKETT PAPER COMPANY

Makers of Good Paper in Hamilton, Ohio, Since 1848

Are You Interested in PROFITS?

*

FROM the following facts the conclusion must inevitably be drawn that there is now, just as there always has been, a profitable market for diversified printing of good quality produced in plants operating Monotypes:

- ★ FACT 1 For more than thirty years Monotype machines for setting type and for making type and material have been employed in the production of printing.
- ★ FACT 2 During this time the printing industry all over the world has learned to associate the word "Monotype" with good printing, and Monotype-cast type is now being used everywhere in the creation of good typography.
- ★ FACT 3 A complete list of Monotype owners will include the names of a majority of the successful commercial printers and typographers of the United States and Canada, particularly those who enjoy a reputation for producing diversified printing of high quality.
- ♣ FACT 4 Monotype owners used within 5 percent of as much Keyboard Paper during the year 1931 as during the best previous year proving that Monotype Typesetting Machines were operated last year at nearly the capacity attained during normal times.

Install a Monotype and Build a Profitable Business on the Enduring Foundation of Good Printing

Lanston Monotype Machine Company

Monotype Building., Twenty-fourth at Locust Street, Philadelphia, Pa.

This advertisement composed in Stymie Light, No. 190, and Rockwell Antique, No. 189.

R.R.DONNELLEY & SONS CO.

HAVE PLACED THEIR ORDER FOR

2 New HOE 64 Page

HIGH-SPEED

Rotary Magazine Web Presses

THIS in conjunction with the recent orders and installations of New Hoe High-Speed Magazine Presses for the

U.S. GOVERNMENT PRINTING OFFICE McGRAW-HILL PUBLISHING CO. JERSEY CITY PRINTING CO. CHARLES SCHWEINLER PRESS ETC.

Is Conclusive Proof of the Continued Leadership of Hoe in the Magazine Press Field

IRVING TRUST COMPANY, RECEIVER IN EQUITY FOR

R. HOE & CO., INC.

GENERAL OFFICES

138th Street and East River, New York City

BOSTON

CHICAGO

SAN FRANCISCO



ECONOMY IN PRODUCTION COSTS— THE BASIS OF PRINTING PROFITS

CUSTOM-BUILT

THE memory of our first tailor-made suit still lingers as an early appreciation of quality and fit.

Custom-built in terms of manufacturing also has decided advantages over the off-the-shelf variety of products. This is especially true in the making of printers' rollers to serve specific types of presses, producing definite types of work, at maximum production speeds.

There is an Ideal Roller engineer awaiting your call to personally inspect your plant and study the various phases of its special requirements. His recommendations, based upon a thorough knowledge of your plant problems, combined with a valuable amount of experience gained through research and manufacturing, is yours for the asking. Just telephone—today!



SALES OFFICES

CHICAGO

2512 West 24th Street Telephone, Lawndale 1995

BOSTON

470 Atlantic Avenue Telephone, Hubbard 6840

CINCINNATI

519 Main Street Telephone, Main 7250

NEW YORK (Long Island City)

22nd Street and 39th Avenue Telephone, Stillwell 4-4387

CLEVELAND

1374 East 12th Street Telephone, Main 4353

DETROIT

222 West Larned Street Telephones, Randolph 7818-7819

MILWAUKEE

104 East Mason Street Telephone, Broadway 2596

PHILADELPHIA

521 Vine Street Telephone, Market 4096

ST. LOUIS

1913 Washington Avenue Telephone, Chestnut 6510

Cl'survey of the Eight Essentials of any good rag bond paper shows clearly why FOX RIVER PAPERS ARE BETTER for you

As CLEAN as skill, knowledge and special machinery can make them . STRONG-pure rag fibres are most enduring known . UNIFORM because of standard grades and colors, laboratory controlled. BEAUTIFUL in color, texture and finish • PRINTABLE because the bulk and perfect surface never vary. **DEPENDABLE**—for fifty years made by the largest rag bond mill in the world • **CONVENIENT** - amply stocked by leading paper merchants in 63 cities • ECONOMICAL in original and printing costs.

TINETEEN THIRTY-TWO is a mighty good time to get down to the essentials of any product that you buy. Non-essential trimmings are interesting only in times of easy profit. . . The essential characteristics of every good bond paper logically fall under eight definite heads. The best papers have a nice balance among all these desirable characteristics. . . By these exacting standards Fox River rag content

bonds are all outstanding sheets in their respective classes. Each is clean, strong, uniform, beautiful, printable, dependable, convenient, economical, permanent. . . And this is, perhaps, to be expected, when you realize that during the last half century Fox River has grown to be the largest manufacturer in the world of high grade, rag content bond papers —one hundred thousand pounds a day capacity.

- A folio containing attractive letterheads and unprinted sheets of any Fox River papers will be sent on request

FOX RIVER PAPER COMPANY

Originators of Clean Papers of Character
WISCONSIN

APPLETON



OLD BADGER BOND leader of the Big 4 bonds

> **ENGLISH BOND** ideal for lithography

NEW ERA BOND outstanding all purpose paper

RIGHT OF WAY BOND an excellent low cost paper

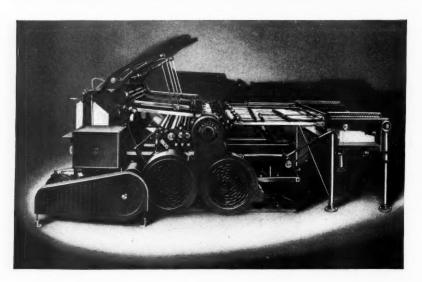
OLD BADGER LEDGER for your permanent records

> CREDIT LEDGER strong, enduring, economical

BATTLESHIP LEDGER the great value in its class

What you buy in a

No.2 KELLY



Complete automatic printing unit with feeder, extension delivery and electric equipment. Range of operating speeds, 2200 to 3000 impressions per hour.

Unencumbered and clear bed space for putting on forms and making form corrections. Automatic operating control to save time, spoilage, and increase productive hours. Safety devices protecting pressman, makeready and form. Push-button station controlling starting and stopping of press and blower motors. Impression trip for hand feeding or pulling sheets for makeready. Assured regis-

ter through positive sheet control and side pull guide. Rigid impression on heaviest forms due to bed support and sturdy cylinder and housings. Double pyramid ink distribution with ink drum and ink plate. High production on all classes of printing with low operating costs. First-class quality maintained through entire runs without re-makeready. Range of stock handled on the No. 2 Kelly, 8x12 inches to 22½x35 inches.

The Kelly Automatic No. 2 and all other Kelly models carried in stock and serviced by all Selling Houses.

SOLD AND SERVICED BY THE

American Type Founders Company

Sold also by SEARS COMPANY CANADA LIMITED, Toronto-Montreal-Winnipeg; CAMCO [MACHINERY] LIMITED, London, England;
NATIONAL PAPER AND TYPE COMPANY, Central and South America, Mexico, Cuba, Porto Rico and West Indies

THE AULT & WIBORG CO. of CANADA, LTD.

WE have always manufactured lnks up to a high standard and not down to a price. We are delivering lnk into the United States constantly.

We are manufacturing our goods on the same basics with constant improvements, that have always been used by our company for over fifty years.

We are looking for reliable and hustling honest representatives and agents in various centres of the United States.

WRITE DIRECT TO:

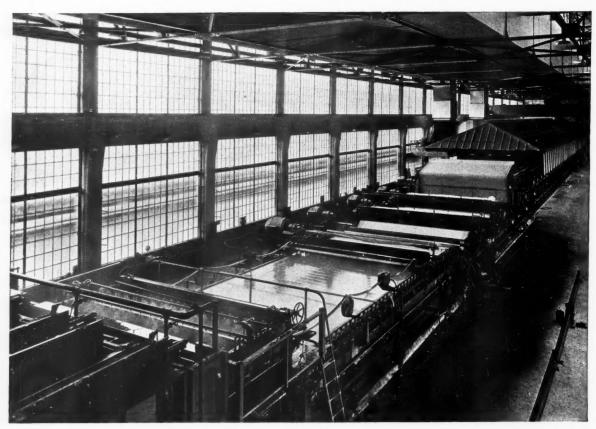
THE AULT & WIBORG CO. of CANADA, LTD.

82-90 Peter Street, Toronto, Canada

A. C. RANSOM, President

— Factories at— TORONTO, CANADA MONTREAL, QUEBEC WINNIPEG, MANITOBA VANCOUVER, B. C.

NOT SUCCEEDED BY ANY CORPORATION



"There is no finer Paper Machine in the Country"

The mill at Grays Harbor where they make MANAGEMENT BOND has been visited by many of the experts of the paper industry, men who know the equipment of all the important paper mills in this country.

The thing these men watched with greatest interest was the paper machine that makes MANAGEMENT BOND at high speed in a sheet seventeen feet wide from deckle to deckle.

Every man made the same comment in about the same words, "There is no finer paper machine in the country."

With the most modern paper mill equipment and the most advantageous location from the standpoint of pulpwood supply, with a wharf beside the shipping room and steamers to every port in the world, is it strange that MANAGEMENT BOND is taking the market for papers of its class?

A large sample book of MANAGEMENT BOND, a Portfolio of printed specimens of the paper, or both, will be sent free to any Printer making the request on his business letterhead.

MANAGEMENT BOND

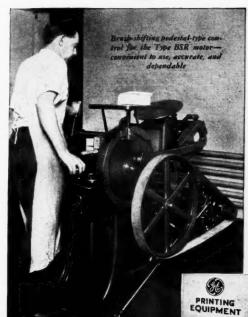
Address HAMMERMILL PAPER COMPANY, Erie, Pennsylvania

If Your Power Service Is Single-Phase

Here's what the G-E TYPE BSR MOTOR will do for your job presses

ENERAL ELECTRIC'S Type BSR J single-phase brush-shifting motor has a wide speed range even at light load; it enables you to obtain exactly the speed you require for the particular job, when running light or when speeding up production. Its speed control over this range is obtained by shifting the brushes; thus it will help you economize. Its control is simplicity itself: a dependable, pedestal-mounted controller which, by means of a calibrated dial, gives ready indication of speed and permits you to save time and material when resetting for register work. This motor may also be governed where desired by a simple, reliable foot-type controller. Either type may be placed withinconvenient reach of the operator.

Information about the many features and advantages of Type BSR motors and control is available through a G-E office near you; or address General Electric Company, Schenectady, N. Y. Sales and engineering service in principal cities.



All the facilities of General Electric swing into action to give you the best when you open the door of the G-E Printing Equipment Section. Proved engineering service; sound equipment values; motor and control equipment from one manufacturer; service shops, warehouses, and sales offices from coast to coast—all are represented there, ready to serve. Whatever type of press you have, whether you operate on a-c. or d-c. power, General Electric can supply you with dependable electric equipment.



Brush-shifting foot-type control for the Type BSR - simple,

GENERAL & ELECTRIC



The Obsolete Press must be taken off the market

of press obsolescence requires sharp distinction between the terms "obsolete equipment" and "used equipment." All used equipment is not obsolete although much of it is. Presses become obsolete when they will not produce wanted printing in successful competition with modern machines.

There is a definite place often for good used printing equipment. An infinite variety of conditions affect the dumping of used presses on the second hand market.

The Harris plan for the scrapping of obsolete printing equipment when taken in trade at its true value contemplates junking the obsolete only. These are the presses which are broken up. The Harris pledge is not to eliminate the used press but to progressively rid the Graphic Arts of printing equipment which the general standards of the industry pronounce obsolete.

It is the obsolete press which cannot compete in production, in costs and in quality, that plays so great a part in the epidemic of price-cutting so bitterly and so universally condemned today. Press obsolescence menaces profitable operation always.

HARRIS · SEYBOLD · POTTER

HARRIS-SEYBOLD-POTTER COMPANY // General Offices: 1385 Union Trust Building, Cleveland, Ohio Sales Offices: New York, 461 Eighth Avenue / San Francisco, 555 Howard Street / Chicago, 343 South Dearborn Street / Dayton, 813 Washington Street // Factories: Cleveland and Dayton

Announcing

the consolidation of

H. R. BLISS CO., Inc.

and

LATHAM MACHINERY CO.

to be known as

BLISS-LATHAM CORPORATION

manufacturers of

BOOK STITCHERS

PERFORATORS

Punches

BOOKBINDING MACHINERY

BOXMAKING EQUIPMENT

ADHESIVE SEALERS

General Office NIAGARA FALLS, N. Y.

CHICAGO 1141-1151 Fulton Street NEW YORK 28 West 23rd. Street

PHILADELPHIA 1020 Lapayette Building BOSTON 185 Summer Street

SALES OFFICES IN PRINCIPAL CITIES

FIGHTING MEN PICK FIGHTING COVERS

made of



BEAUTIFUL FABRIKOID binding for "Lucky Bag" was manufactured by the S. K. Smith Co., Chicago, Ill. Cover design is a handsome piece of relief embossing in silver on black base. Printing by Schilling Press, N. Y. City. Binding by J. F. Tapley Co., Long Island City, N. Y.

THE RICH, DIGNIFIED FABRIKOID binding of the "Howitzer" was manufactured by the S. K. Smith Co., Chicago, Ill. Beautiful relief embossing on cover and backbone is in dull gold on black base. Printing by Schilling Press, N. Y. City. Binding by E. C. Lewis Co., N. Y. City.

For last two years West Point and Annapolis have bound their Annuals in Fabrikoid

WE were proud that these two academies chose Fabrikoid for their '31 Annuals. We feel even more so this year. For these are two of the finest annuals in the country.

And it is no exaggeration when we say Fabrikoid fights. For it does. Fights rubbing and scuffing, grime, dirt and vermin. And succeeds in licking all five to an unusual degree. That's why it's especially good for covering catalogs and salesmen's portfolios. It's also the reason why leading manufacturers like Electrolux, General Electric, Linweave, Hudson-Essex, Cadillac and other such companies use du Pont Fabrikoid on price lists, catalogs, etc. It's easy to keep clean too.

Our Sales Promotion Service has helped many manufacturers work out new, beautiful effects for their books. We should like to be of service to you. Feel free to write:

E. I. du Pont de Nemours & Co., Inc., Fabrikoid Division, Newburgh, N. Y. Canadian subscribers address: Canadian Industries Limited, Fabrikoid Division New Toronto, Ontario.



MAKES COVERS SAY "ATTENTION"

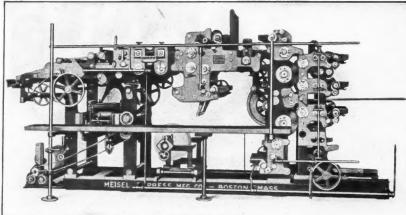
MANIFOLD

Sales Books—Bills of Lading
Fanfold and Accordion Fold Forms
Typewriter Forms



FORMS

Autographic Register Forms Rewound and Folded Billing Machine Forms



- 1-Multiple Webs
- 2—New Refined Inking Mechanism
- 3—Patented Cross Perforator
- 4—Quick Setting Lengthwise Perforator
- 5—Precision Side and Top File Hole Punching
- 6—Automatic Numbering Throw-off
- 7—Rewinding
- 8-Folding

- Smaller models on application ·

MEISEL PRESS MFG. CO. 944-948 DORCHESTER AVENUE BOSTON, MASSACHUSETTS, U.S.A.

Obsolete Equipment Is Expensive



Hamilton Furniture Cuts Printing Costs

Many valuable minutes and many dollars are lost through the use of obsolete and inadequate equip-

ment. Accidents, damage to forms, etc., cause much loss in resetting, composition and in making over damaged cuts.

HAMILTON Chase Racks

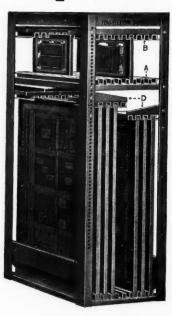
will provide systematic safety for your forms and save much time in composing and press rooms.

Manufactured by

HAMILTON MANUFACTURING CO.

TWO RIVERS, WISCONSIN

Eastern Office: Rahway, N. J.
Pacific Coast Branch: 4440 E. 49th St., Los Angeles
Hamilton Goods Are Sold by All Prominent Typefounders and Dealers Everywhere



here's something for PRINTERS to think about!

Data compiled from U.T. A. cost records shows that composing rooms in printing plants operate at less than 65 per cent productive time, while trade composition plants average more than 80 per cent productive. This differ-

ence in the percentage of productive time is one of the principal reasons printers can buy their composition requirements for less than it would cost them to produce the same work in their own plants—and why so many of them are doing it.

A Service that Gives

Profit without Investment



THINK IT OVER!

International Trade Composition Association, Tower Building, 14th and K Streets, Washington, D. C.



This painting by John Atherton appears on the cover of the current issue of WESTVACO INSPIRATIONS—a magazine which illustrates and describes many of the newest and most effective ideas in modern advertising design, illustration, typography, and reproduction. . . . Each issue of WESTVACO INSPIRATIONS is printed on various types of WESTVACO PAPERS to demonstrate their printing qualities in terms of the highest requirements of advertising art.

THE MILL PRICE LIST Distributors of WESTVACO MILL BRAND PAPERS

ATLANTA, GA. The Chatfield Paper Cor-poration, 29 Pryor St., N. E. AUGUSTA, ME. The Arnold-Roberts Co.

BALTIMORE, MD. Bradley-Reese Company 308 West Pratt Street

BIRMINGHAM, ALA. Graham Paper Company Graham Paper (1726 Avenue B

BOSTON, MASS. The Arnold-Roberts Co. 180 Congress Street

BUFFALO, N. Y.
The Chatfield & Woods Co.
Inc., 104 Pearl Street

CHICAGO, ILL. West Virginia Pulp & Paper Co., 35 East Wacker Drive

CINCINNATI, O. The Chatfield Paper Corpor-ation, 3d, Plum & Pearl Sts.

CLEVELAND, O.
The Union Paper & Twine
Co., 116St. Clair Ave., N.W.

DALLAS, TEX. Graham Paper Company 1001-1007 Broom Street

DES MOINES, IOWA Carpenter Paper Co, of Iowa 106 7th St. Viaduct

DETROIT, MICH.
The Union Paper & Twine
Co., 551 East Fort Street EL PASO, TEX. Graham Paper Company 201-203 Anthony Street

HOUSTON, TEX. Graham Paper Company 2302-2310 Dallas Avenue

2302-2310 Dailas Avenue KANSAS CITY, MO. Graham Paper Company 332 W. 6th St., Traffic Way MEMPHIS, TENN. Graham Paper Company 11 Nettleton Avenue

MILWAUKEE, WIS. The E. A. Bouer Company 305 South Third Street

MINNEAPOLIS, MINN. Graham Paper Company 607 Washington Ave., So

NASHVILLE, TENN. Graham Paper Company 222 Second Avenue, North

NEW HAVEN, CONN. The Arnold-Roberts Co. 147-151 East Street

NEW ORLEANS, LA. Graham Paper Company 222 South Peters Street

NEW YORK, N. Y. The Seymour Paper Co. Inc., 220 West 19th Street

NEW YORK, N. Y. West Virginia Pulp & Paper Co.. 230 Park Avenue

OKLAHOMA CITY, OKLA. ST. LOUIS, MO. Graham Paper Company 106-108 E. California Ave.

OMAHA, NEB. Carpenter Paper Company Ninth and Harney Streets

PHILADELPHIA, PA. West Virginia Pulp & Paper Co., Public Ledger Building

PITTSBURGH, PA.
The Chatfield & Woods Co.
of Pennsylvania
Second and Liberty Avenues

PROVIDENCE, R. I. The Arnold-Roberts Co. 266 South Water Street RICHMOND, VA.

Richmond Paper Co., Inc. 201 Governor Street ROCHESTER, N. Y.

Graham Paper Company 1014-1030 Spruce Street

ST. PAUL, MINN. Graham Paper Company 16 East Fourth Street

SAN ANTONIO, TEX. Graham Paper Company 130 Graham Street

SAN FRANCISCO, CAL. West Virginia Pulp & Paper Co., 503 Market Street

SPRINGFIELD, MASS. The Arnold-Roberts Co. 42 Hampden Street

WASHINGTON, D. C. R. P. Andrews Paper Co. First and H Streets, S. E.

WICHITA, KANSAS Graham Paper Company 400 South Emporia Avenue Velvo-Enamel Marquette Enamel Sterling Enamel Westmont Enamel Westvaco Folding Enamel Pinnacle Embossing Enamel

Westvaco Ideal Litho. Westvaco Satin White Translucent

Westvaco Coated Post Card Westvaco loaled Post Vard
Clear Spring Super
Clear Spring English Finish
Clear Spring Text
Westvaco Inspiration Super
Westvaco Inspiration M.F
Westvaco Bond
Westvaco Bond

Origa Writing Westvaco Mimeograph Westvaco Index Bristol Westvaco Post Card



PAPER COMPANY WEST VIRGINIA PULP AND



ADVERTISING

INSTRUMENT OF AMERICAN PROGRESS



NUMBER 9 EDUCATION

Advertising continues to raise the standards of American living—in education as in other essentials of social progress.

EDUCATION is said to be "the mark of a gentleman" because once, only people of wealth could afford it. Today, no one need lack the benefits of knowledge, for the thought of the world is made available to everyone through books, magazines and newspapers. All of these agencies derive their strength from the power of printed advertising which, of itself, is America's greatest medium of public education.

ew business . . nandsome profit

With GOES Holiday Line and GOES Holiday sales plan, you can multiply your Holiday business ten or twenty times . . . bring in other business and new accounts as well ... all at a surprisingly low cost.

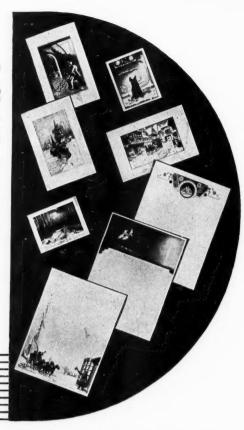
GOES Holiday Line for 1932 will be larger, more diversified and more beautiful than ever before. It will feature reproductions in six to nine colors of the works of many leading artists and etchers. For stimulating Holiday business . . . for business and personal greeting messages . . . for menus, programs, invitations and announcements, and dozens of other purposes, GOES cheerful, colorful, "Christmasy" Holiday Letterheads, Letter Folders, French Folders and Petite Folders are the ideal medium.

And with GOES novel Holiday selling plan, a vastly increased Holiday business is easily possible. Plan now! It's not a bit too early. Start today by writing for an outline of this won-derful sales plan which "seems almost too good to be true."



LITHOGRAPHING COMPANY

35 West 61st Street, Chicago 47D Warren Street, New York



Factory and Offices at Dover, N. H. CANADIAN OFFICE AT TORONTO



WPM/ PRESS CO., Inc.

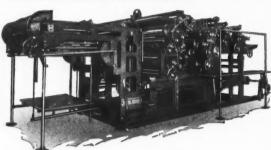
CHRYSLER BUILDING, NEW YORK FISHER BUILDING, CHICAGO

GOLDEN ARROW Straight-Line BRONZER

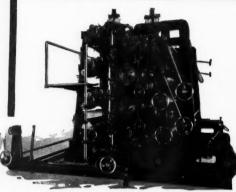
for High Speed Presses. Only Straight-Line Bronzer with Gripper Control



TWO-SHEET ROTARY PRESS for high-grade magazine and com-mercial printing. Prints 5000 to 6000 sheets per hour.



ALL-SIZE ADJUSTABLE ROTARIES -24 x 36 ins. to 43 x 56 ins. Print from web in one to six colors on face and reverse, cutting and delivering flat sheets at 5000 to 6000 sheets per hour.



KIDDER WEB PRESSES—44,000 ft. per hour or 132,000 4-color bread wrappers. One to four colors. Any paper stock.

SPECIAL For more than fifty years Special Kidder Presses PRESSES Grade Publications and big volume printing in connection with the merchandising and advertising of nationally known products. Tell us your problems

Warren's STANDARD Printing Papers

Dull and Semi-Dull
Printing Surfaces

Warren's CAMEO—Dull Coated Book Warren's CAMEO COVER—Dull Coated Warren's CAMEO POST CARD—Dull Coated

- \star Warren's New Lustro $B_{RILLIANT}$ -Dull—Coated Book
- ★ Warren's New Cumberland Dull—Coated Book Warren's New Cumberland Dull Post Card

Glossy Coated Printing Surfaces

- \bigstar Warren's New Lustro Gloss—Superfine Coated Book
- ★ Warren's New Cumberland Gloss—Coated Book
- ★ Warren's New Olympic Gloss—Coated Book
- ★ Warren's New New England Gloss—Coated Book

English Finish to Antique

Printing Surfaces

Warren's New Library Super Plate Warren's New Cumberland Super Plate Warren's New New England Super

Warren's New LIBRARY TEXT—Fine English Finish

Warren's New Cumberland English Finish

Warren's New New England English Finish

Warren's Offset

Warren's OLDE STYLE—Antique Wove (Watermarked)

Warren's OLDE STYLE-Antique Laid (Watermarked)

Warren's OLDE STYLE MIMEOGRAPH—Laid (Watermarked)

Warren's Cumberland Antique Finish

Warren's "1854" Publishers' Book - Medium Finish

Warren's No. 66 Book-Bulking Antique

Warren's THINTEXT—India Paper

Warren's THINWEAVE—Carbon Copy Bond (7 Colors)

Warren's FINELEAF—Makeready Tissue

Warren's BOOKLET ENVELOPE PAPER—Sold only in

Warren's Booklet Envelopes

Warren's Cumberland Non-Curling Gummed Paper

★ Strong Folding Coated Papers

S BETTER PAPEL



BETTER PRINTING

Printing Papers

S. D. WARREN COMPANY, 89 Broad Street, Boston, Massachusetts



THE BEST PAPERS ARE MADE FROM RAGS . IDENTIFY RAG-CONTENT QUALITY BY THE NEENAH OWL WATERMARK



faulty materials slow up each pressroom operation, quality suffers. But it receives due consideration when Neenah papers are used, for these rag-content bonds are shoptested to make them faster and easier to handle. The new Chieftain Bond Portfolio offers interesting proof of this fact. For the letterheads and forms it contains were produced under ordinary conditions, and therefore indicate the quality of work any good printer may expect. This portfolio will be a welcome addition to your library of ideas. Write for a free copy on your business letterhead. Neenah Paper Company, Neenah, Wisconsin.

Chieftain Bond is called "the right way to meet people by mail." Its crisp, raggy strength, spotless color and characterful appearance make it the right paper for every letter and form that meets the public eye. Nationally advertised and nationally stocked. Write for samples.

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